A.D. 1887. JUNE 29. N° 9224.

JACKSON'S COMPLETE SPECIFICATION.

(1 SHEET)

XD2-442

[This Drawing is a reproduction of the Original on a reduced scale]

LONDON: PRINTED BY DARLING and SON
for Her Majesty's Stationery Office. 1888.

Malby & Sons Photo-Litho.

Date of Application, 29th June, 1887
Complete Left, 29th Mar., 1888
Complete Accepted, 4th May, 1888

A.D. 1887, 29*th* JUNE. N° 9224.

PROVISIONAL SPECIFICATION.

Improved Tape Fastener for Connecting Spindle and other Tapes or Materials of a Soft, Pliable, or Elastic Description.

ISAAC JACKSON, Saddler, 2 High Street East, Glossop, Derbyshire do hereby declare the nature of this invention to be as follows :—

This invention consists in attaching to the end of spindle, or other Tapes, or soft material a buckle in any description of Metal made in the form of one, two, or more loops, having teeth, prongs, or projections, in quantities as considered most practicable, these teeth, prongs, or projections, answer the purpose of holding the Buckle or Loops on the ends of the Tape without sewing in any form.

The Buckle or Loops are stamped out of solid Metal in one piece, having all the rough or sharp edges smoothed down, the teeth being left as sharp as possible, so that they enter the Tape instantly they are applied almost automatically.

The Improvement in this fastener consists in its having an extra loop or loops provided which we rethread the Tape through a second time to stop the ends of the Woven Material from roving or batting out, so as to loose the fastener from its position. This is the failure with single looped fasteners, when running on Spindle Tapes at a high or fast speed, the leading end of the Tape gathers wind ; through not being held down, consequently this end bats itself when passing the whirl, which causes the weft to rove out and as the result the Fastener looses itself from the Tape through the unravelled weft having reached the tooth or teeth. This Improvement with the second loop holds this end down and overcomes this difficulty.

The second loop or loops on the Fastener are rounded at the edges so that they will not have the same tendency as a square edge to catch the Whirl when passing, the fastener is also bent inwardly so that it thoroughly beds itself when passing the Whirl in the Tape or other soft Material.

This Buckle, loop, or loops, we use for all purposes where an endless, or buckled connection is required it dispences with sewing, is easilt connected and disconnected and makes a firm, and pliable connection.

Dated this 28th day of June 1887.

ISAAC JACKSON.

[*Price* 8*d.*]

COMPLETE SPECIFICATION.

Improved Tape Fastener for Connecting Spindle and other Tapes, or Materials of a Soft, Pliable, or Elastic Description.

I, ISAAC JACKSON of 2 High Street East, Glossop, in the County of Derby, Saddler, do hereby declare the nature of this invention, and in what manner the same is to be performed, to be particularly described and ascertained in and by the following statement:—

These Improvements relate to fasteners employed for connecting the ends of tapes and similar bands. The improved fastener consists of a loop provided with one, two or more cross bars, one or more suitable prongs spikes or projections being formed on the cross bars or upon two of them, or on the cross bar and the outer edge of the loop.

And in order that this my said Invention may be more readily understood I have hereunto appended a sheet of drawings reference to which is hereinafter made.

Fig. 1. illustrates the simplest form of fastener consisting of a loop A divided into two by means of a cross bar B. One edge of the cross bar B is furnished with a spike or spikes C which point in the opposite direction to a similar spike or series of spikes C^1 formed upon one of the edges of the loop A. The ends of the tape are brought up through the space between the cross bar and the spiked edge of the loop, and are bent one over the cross bar B and one over the parallel edge of the loop and secured by the spikes thereon. The end of the tape or band which passes over the bar B, is passed under and held down by the edge D of the loop A. When used for connecting the ends of spindle tapes this edge is the leading edge and is rounded for its better passage over the warve. The leading end of the tape is held down by this edge and is thus prevented from unravelling through catching the wind. The whole loop is bent or curved so as to adapt itself to the curve of the pulley. This same fastener may however be used for connecting tapes or bands other than spindle tapes as for instance, garters.

Fig. 2 shows a modified form of fastener provided with two cross bars B B^1 the outer edges of which are each provided with a spike or spikes C C^1 as in the fastener described with reference to Fig. 1. In this case both ends of the tape or band are held down under the edges of the loop as shown in Fig. 4 which illustrates this fastener in section. F F are the two ends of the tape or band.

Fig. 3 illustrates a fastener formed with three cross bars B, B^1, B^2 the two outer ones of which B B^1 carry the spikes or projections. The ends of the tape are brought up one on each side of the central bar and are bent one over the bar B and one over the

bar B^1 and are passed under and held down by the ends of the loop A, and kept in position by the spikes or projections C C^1 passing through the fabric.

Having now particularly described and ascertained the nature of my said Invention and in what manner the same is to be performed, I declare that what I claim is.—

A fastener for tapes and for similar articles, consisting of two or more parallel connected bars and one or more loops, two of the bars being each furnished on their outer edge with one or more teeth spikes or projections ; substantially as hereinbefore described and as illustrated by the accompanying sheet of drawings.

Dated this 26th day of March 1888.

WILLIAM E. HEYS,
Agent for the Applicant.

LONDON: Printed for Her Majesty's Stationery Office,
By DARLING AND SON, LTD.

1888.

XD2-447

A.D. 1887. Aug. 30. Nº 11,777.
ATWOOD'S Complete Specification.
(1 SHEET)

Fig. 1.

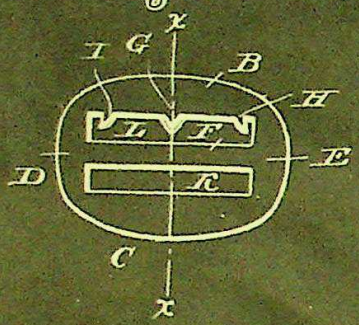


Fig. 2.

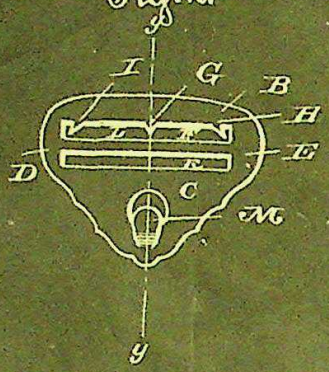


Fig. 3.

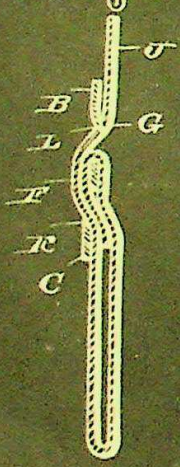
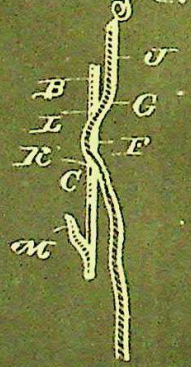


Fig. 4.



[This Drawing is a full-size reproduction of the Original.]

London. Printed by Darling and Son
for Her Majesty's Stationery Office. 1887.
Malby & Sons Photo-Litho

Date of Application, 30th Aug., 1887.
Specification Accepted, 30th Sept., 1887

LIBRARY RECEIVED 7 NOV 1887 PATENT OFFICE

A.D. 1887, *30th August.* N° 11,777.

COMPLETE SPECIFICATION.

Improvements in Buckles.

I, GEORGE FRENCH ATWOOD, residing at Swanton in the County of Franklin and State of Vermont, one of the United States of America, Manufacturer, do hereby declare the nature of my invention and in what manner the same is to be performed to be particularly described and ascertained in and by the following statement:—

My invention relates to buckles for web goods, and it consists in the novel construction of the same, as hereinafter described and claimed.

Fig. 1, is a back view of my improved buckle.

Fig. 2, is a front elevation of a modified form suitable for a single web.

Fig. 3, is a vertical section on line, *x*—*x*, fig. 1, with the portion of the web having its end secured to the central bar.

Fig. 4, is a vertical section on line, *y*—*y*, fig. 2, showing the single web.

The buckle which is struck up or made from a single piece of sheet metal, comprises a frame having top and bottom cross bars, B, C, the middle or attaching bar, F, and side or end connections, D, E.

The bottom bar bar, C, side bars, D, E, and middle bar, F, are all plain bars.

The top bar, B, is a toothed or spur bar, it being provided with three or more teeth or spurs along its inner edge. The teeth or spurs, G, H, I, project rearwardly and downwardly or away from the face of the buckle and the outer spurs, H, and, I, incline or point outward toward or in the direction of the side bars, D, E.

The webbing, J, if a double end is used with a buckle shown in figs. 1, and, 3, has its end secured to the middle or attaching bar F, and through the space, L, being led past the spurs, G, H, I, which engage it. The spurs or teeth that point outward or in the direction of the sides of the buckle frame stretch the webbing laterally, holding it smoothly and preventing it from wrinkling under tension.

Fig. 4, shows the web single, the weight being suspended from the hook, M, formed on the buckle.

It will be observed that there are no hinges in this buckle. It holds the webbing perfectly and will not let it slip, while at the same time it may be easily and quickly adjusted on the webbing.

[*Price* 6*d.*]

Having now particularly described and ascertained the nature of the said invention and in what manner the same is to be performed I declare that what I claim is.—

A buckle comprising an integral frame with middle attaching bar, and also having the inner edge, of one of the outer cross bars provided with rearwardly projecting spurs or teeth the outer ones turned outward in the direction of the ends D, and, E, substantially as specified.

Dated this 30th day of August 1887.

GEORGE FRENCH ATWOOD.

By Jensen & Son,
77, Chancery Lane, London, W.C.,
Patent Agents.

LONDON: Printed by DARLING AND SON.
For Her Majesty's Stationery Office.
1887.

A.D. 1895. Sep. 9. No. 16,832.
WEST'S Complete Specification.

~~KD 17/12~~ (1 SHEET)

XD2-445

Fig. 1.

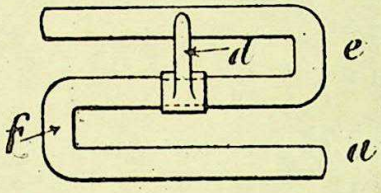


Fig. 2.

Fig. 3.

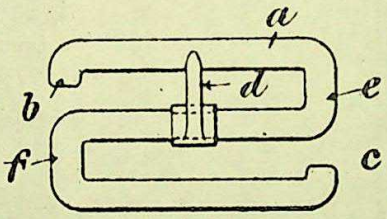
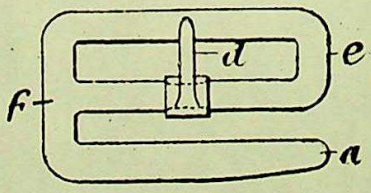


Fig. 4.



[This Drawing is a reproduction of the Original on a reduced scale]

London: Printed by Darling and Son Ld.
for Her Majesty's Stationery Office. 1896.

Malby & Sons, Photo-Litho.

N° 16,832 A.D. 1895

Date of Application, 9th Sept., 1895

Complete Specification Left, 9th June, 1896—Accepted, 25th July, 1896

PATENT OFFICE LIBRARY 0. AUG 2015

PROVISIONAL SPECIFICATION.

Improvements in Strap Buckles.

I, DANIEL KEMP WEST of 23 St. Mary Axe in the City of London, Engineer, do hereby declare the nature of this invention (a communication to me from abroad by Robert Pitman Gill of Guntur Madras Presidency, India, Merchant) to be as follows:—

The object of this invention is to greatly simplify the construction and manufacture and to decrease the cost of strap buckles. The buckle is made open at two opposite sides, that is to say, on one side where the strap end can be entered laterally and then the tooth on the middle bar passed through one of the holes in the strap, and at the opposite side where the strap end can thereupon be laterally entered. The other end of the strap is fastened to the middle bar in the usual manner.

The buckle may be made of approximately S shape and may suitably be formed of steel wire bent or pressed into the required shape by suitable machinery. The wire may for the sake of strength be of oval section having the longest axis in the direction of the strain. The ends of the wire are by preference bent slightly laterally so as to hold the strap in place sideways and for the sake of a neater appearance. In a modified form only one side entrance is provided *viz.* for the lateral entry of the strap end after the tooth on the middle bar has been passed through its hole; this form is stronger but does not offer quite the same facility for quickly fastening.

Dated this 9th day of September 1895.

JENSEN & SON,
77 Chancery Lane, London, W.C., Patent Agents.

COMPLETE SPECIFICATION.

Improvements in Strap Buckles.

I, DANIEL KEMP WEST, of 23 St. Mary Axe, in the City of London, Engineer, do hereby declare the nature of this invention a communication to me from abroad by Robert Pitman Gill, of Guntur, Madras Presidency, India, Merchant, and in what manner the same is to be performed, to be particularly described and ascertained in and by the following statement:—

The object of this invention is to greatly simplify the construction and manufacture and to decrease the cost of strap buckles. The buckle is made open at two opposite sides that is to say on one side where the strap end can be entered laterally and then the tooth on the middle bar passed through one of the holes in the strap, and at the opposite side where the strap end can thereupon be laterally entered. The other end of the strap is fastened to the middle bar in the usual manner.

The buckle may be made of approximately S shape and may suitably be formed of steel wire bent or pressed into the required shape by suitable machinery.

Figure 1 of the accompanying sheet of drawings represents in plan one form of buckle.

[*Price* 8*d.*]

the bar or that part which acts with leverage applying the curb. In any part P of the rein R is also attached another rein T having the spring S or the like in it, attached to any part of the bit B which does not act with leverage, this spring bears the power to drive in ordinary circumstances but when extra power is exerted by the driver the spring gives or yields and the pressure is applied to the bar of the bit applying the curb. H shows the hook to which the curb chain is fastened.

The spring S or the like may be attached to the bit in many ways, by a hook, by a piece of rein any length with buckle in it as shown, or the like. It can also be connected to the rein in many ways, by a hook or the like, to connect to one or more eyes E, one ... eyes D or the like, or the hook may be on the rein to connect to eye o ... a piece of rein any length as shewn connected at P b ... iece of rein with buckle in it to connect to e ...

Where there ... it or the like and a curb bit or th ... the part T with the spring is at ... drive in ordinary circumstances ... es and the curb is applied.

Having now ... of my said invention and in ... eclare that what I claim is:—

A spring ... or both sides of a horse's rein ... curb and snaffle bits by one rein ... the accompanying drawings."

Dated ...

M. M. HOBSON.

Lo... & Son, Ltd.—1895

SUB. CL
DATE Sept 7 1895
APPLICATION SERIAL NO.
PATENT NUMBER 16832
SPECIAL INSTRUCTIONS
DATE ORDERED 10-17-60
DEPARTMENT OF COMMERCE U.S. PATENT OFFICE
ALL PAGES
SPECIFICATIONS
DRAWINGS
COUNTRY (if foreign) G. Britain
PRIMARY EXAMINER (Signature)
PAGES
DATE
NOTES
ROOM NO. 4061
PHOTOCOPY ORDER AND CHARGE
COPY HEREWITH OR OBTAIN FROM LIBRARY
DIV.
NUMBER COPIES
TITLE
VOL.
NO.
ASST EXAMINER
DIVISION 82
PO-250 12/1

~~XD2-447~~ ~~D-11-1~~ (Great Britain) 11,947 "Barnaud" (from 24-74) A.D. 1913

A.D. 1913. May 22. No. 11,947.

BARNAUD'S COMPLETE SPECIFICATION. (1 SHEET)

Fig. 1

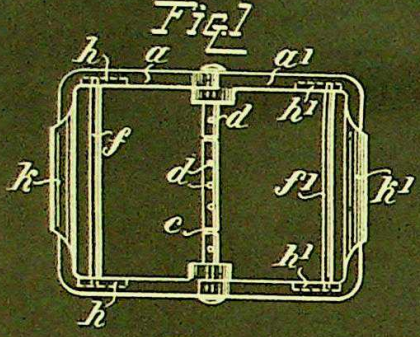


Fig. 2

Fig. 5

Fig. 6

Fig. 7

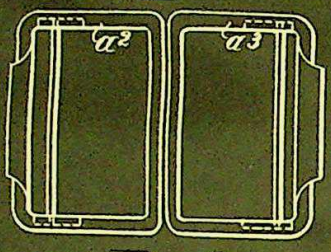


Fig. 8

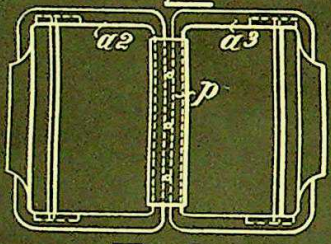


Fig. 9

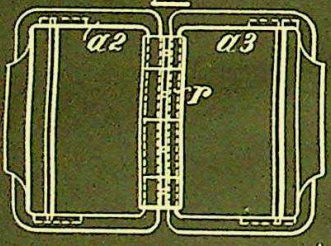


Fig. 3

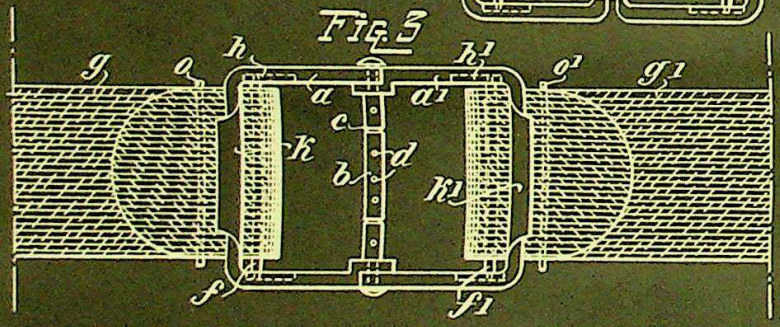


Fig. 4

Mail by & Sons, Photo-Litho.

N° 11,947 A.D. 1913

(*Under International Convention.*)

Date claimed for Patent under Patents and Designs Act, 1907, being date of first Foreign Application (in France), 3rd Aug., 1912

Date of Application (in the United Kingdom), 22nd May, 1913

At the expiration of twelve months from the date of the first Foreign Application, the provision of Section 91 (3) (a) of the Patents and Designs Act, 1907, as to inspection of Specification, became operative

Accepted, 11th Sept., 1913

COMPLETE SPECIFICATION.

Improvements relating to Buckles.

I, Ferdinand Louis Barnaud, of 10, rue Gaillon, Paris, in the Republic of France, Manufacturer, do hereby declare the nature of this invention and in what manner the same is to be performed, to be particularly described and ascertained in and by the following statement:—

This invention relates to double buckles of the type wherein two buckle members are hinged together and transverse members are slidably mounted on the buckle members so that after the ends of the bands have been passed around the transverse members and under the outer members of the buckle, the ends of the bands are locked in position between the pairs of members.

The essential feature of this invention is the provision of a central bar or bars forming part of a hinge connecting together the two buckle members, which bar or bars if desired, may be attached to the garment whilst at the same time permitting of free movement of the buckle members. According to the invention also, the outer side of each buckle member is of an appropriate shape, being preferably of flat section and slightly raised along its central portion to facilitate the turning of the buckle members on their common hinge for the purpose of loosening the ends of the bands.

The double buckle according to this invention is adapted to be made in various constructional forms and its advantages will be disclosed in the course of the following description with reference to the annexed drawing, in which:—

Figure 1 is a front view of the double buckle.

Figure 2 is a corresponding edge view thereof.

Figure 3 shows a front view of the double buckle in use.

Figure 4 is a corresponding sectional view.

Figures 5 and 6 show two methods of constructing the slide forming the arresting member, and

Figures 7, 8 and 9 show different constructions of the double buckle.

[*Price 8d.*]

Barnaud's Improvements relating to Buckles.

The double buckle, according to the present invention, comprises (Figures 1 to 4) two symmetrical buckles a, a^1 hinged on a common shank b. This shank b is smooth if the double buckle is not adapted to be attached to the garment, but for the purpose of attaching the double buckle in position to a garment (back of the waistcoat, belt of the trousers, *etc.*), the shank is provided either with grooves c, or holes d to permit of the passage and retention of sewing cotton. Each buckle a, a^1 is provided with a movable transverse member f, f^1, around which the corresponding cloth band g, g^1 is passed. The transverse members f, f^1 are adapted to be moved parallel to the shank b in rabbets or grooves h, h^1 cut in the sides of each buckle. The transverse outer side of each buckle is flattened or reduced in section and is slightly raised at k, k^1 along more or less of its length or it is otherwise shaped to facilitate its being raised (turning on the hinge b) by one or more fingers for the purpose of loosening the band.

Figures 3 and 4 show the application of the double buckle to the back of a waistcoat m. The double buckle is attached to the middle of the back of the waistcoat by sewing cotton passing either through the holes d or around the grooves c of the shank b. The bands g, g^1 fixed at one extremity of the waistcoat, on either side of the double buckle, have their free ends, respectively engaging with the buckles a, and a^1. The said bands pass around the movable transverse members f, f^1 and are folded upon themselves when passing under the respective flat sides k, k^1. An oblong slider or ring o, o^1 or other analogous member attached near the free end of each band, encircles and guides the band and at the same time prevents the band from coming out of the buckle.

In view of this arrangement the bands g, g^1 can be tightened symmetrically or loosened quite easily.

For tightening the band it is sufficient to pull the free ends of the bands in the direction of the arrows (Figure 4); to loosen them the flat sides k, k^1 of the separate buckles are raised by a finger.

The buckle always occupies the same position on the garment, and the pulling efforts on the bands are symmetrically divided; the tightening is thus rendered perfectly capable of regulation, and the loosening is automatic.

The double buckle having a central connecting bar or bars may be made in other forms of construction. Thus for example, Figure 7 shows two separate buckles a^2, a^3, of which the adjacent members of the two buckles are adapted to be connected together by any means to form a double buckle. Figure 8 shows these two buckles a^2, a^3, connected together by a metal sleeve p, or a sheath of leather, cloth or the like. This sleeve or sheath may be free or it may be attached to the garment with cotton, as has been described in respect to the shank b. The two buckles a^2, a^3, can also be connected together (Figure 9) by an intermediary member r forming a hinge with or without holes for fixing purposes. In short, any equivalent method of connexion or attachment together of the two adjacent members of two buckles to form a hinge can be employed. The stop members o or o^1 fixed to the bands g, g^1 is generally constituted by an elongated ring or slider which may be open (Figure 5) or closed (Figure 6); this slider being retained in position on the band by a sheath of cloth formed by cutting or in any other convenient practical manner.

The double buckle may be applied to a very large number of different purposes; those referred to in the course of this description are given solely as examples.

Having now particularly described and ascertained the nature of my said invention, and in what manner the same is to be performed, I declare that what I claim is:—

1. A double buckle of the type described, having two members which are hinged together with a bar or bars at the centre and if desired with means for securing said bar or bars to the material of a garment, substantially as described.

2. A double buckle according to Claim 1, in which the outer transverse sides

of the buckle members are flattened and slightly raised for a more or less considerable portion of their length to facilitate the turning of the buckle members on their hinge, substantially as described.

3. A double buckle constructed and adapted to be used as a whole substantially as described, in connexion with the accompanying drawing.

Dated this 22nd day of May, 1913.

For the Applicant:

GILL & ELLIS,
Chartered Patent Agents,
55/56, Chancery Lane, London.

Redhill: Printed for His Majesty's Stationery Office, by Love & Malcomson, Ltd.—1913.

DESIGNS
2-406

Examiner

4

DESIGN.

I. ANDERSON.

COMBINATION BELT BUCKLE AND LOCKET.

APPLICATION FILED APR. 5, 1920.

58,204. Patented June 28, 1921.

Fig. 1.

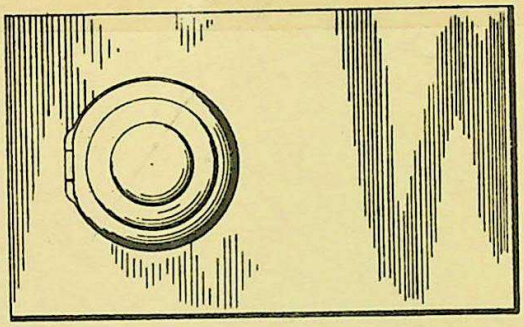
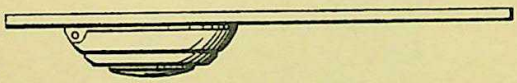


Fig. 2.



WITNESS:
Raymond L. Greist

INVENTOR
ISABEL ANDERSON

BY Cromwell, Greist & Warden
ATTORNEYS

UNITED STATES PATENT OFFICE.

ISABEL ANDERSON, OF CHICAGO, ILLINOIS.

DESIGN FOR A COMBINATION BELT-BUCKLE AND LOCKET.

58,204. Specification for Design. Patented June 28, 1921.

Application filed April 5, 1920. Serial No. 371,491. Term of patent 7 years.

To all whom it may concern:

Be it known that I, ISABEL ANDERSON, a citizen of the United States, residing at Chicago, in the county of Cook and State of Illinois, have invented a new, original, and ornamental Design for a Combination Belt-Buckle and Locket, of which the following is a specification, reference being had to the accompanying drawings, forming part hereof.

In the drawings—

Figure 1 is a face elevation of a combination belt buckle and locket embodying the present design; and

Fig. 2 is an edge view of the same.

I claim:

The ornamental design for a combination belt buckle and locket, as shown.

ISABEL ANDERSON.

Witnesses:

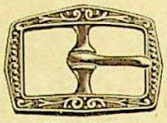
WM. NEVARRE CROMWELL,

FRANCES K. GILLESPIE.

XD2-446

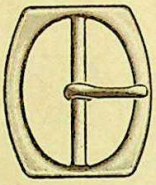
ANCHOR BRAND HARDWARE PRODUCTS

AN ANNOUNCEMENT OF NEW DESIGNS IN "ELITE" SHOE BUCKLES

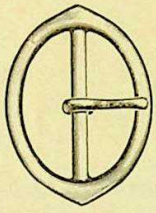


No. 1067

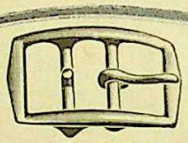
No. 1069



No. 1368



No. 1369



No. 2139

(Assembled to strap without stitching)

With the object of perfecting our assortment of "Elite" Buckles for Footwear, our designing department has added several new patterns to our line.

Authorities agree that strap slippers will be worn extensively in 1922. Most shoe dealers want slippers adorned with buckles, which brighten up their show windows, attract attention and appeal to the customer's sense of beauty. To furnish attractive buckles is our constant aim.

We shall be pleased to furnish to shoe manufacturers, without charge, a sample card showing our new designs. Drop us a line today and your name will be listed to receive a card promptly.

Let Us Help You to Build Beauty and Practicability into Your Shoes

NORTH & JUDD MFG. CO.
New Britain, Conn.

'The Shoe Veteran's Column

I've just seen a lot of answers by retailers to the question of, "What is the attitude of customers toward innersoles?"

The answers may surprise some people. But they prove conclusively that most people do not know, nor do they care what goes into their shoes, so long as they have confidence in the judgment of the retailer.

The Vandergrift Shoe Company, of Los Angeles, say that none of their customers ever ask about innersoles. As they handle advertised lines, their customers take quality for granted.

Takes Word for It

Keller & Krekel Company, of Harvard, Ill., claim that, "Every customer takes our word for the quality of shoes. When we sell a shoe we show it inside and out. We are not ashamed of the shoes we sell. We do not stock finish. Only the best and most reputable manufacturers are patronized. None of our customers ever asks about innersoles."

It is the opinion of George E. Stoebener, of Pittsburgh, Pa., that not one in 1000 ever looks to see what innersole is used in shoes.

A Very Weak Percentage

Thomas Rush, of Providence, R. I., says that "less than ½ of 1% Volstead ever ask about innersoles." Not enough to be felt.

Gardner The Clothier, of Sodus, N. Y., declares that 100% of his customers take his word for the quality of his shoes and not one ever inquires as to what innersole he specifies in his shoes.

"The Public do not know what they want," is the view of F. M. Light & Sons, Steamboat Springs, Colo., "therefore, they take the merchant's word for the value of shoes."

Not One

Of all the people who go to the Guarantee Shoe Company, of Birmingham, Ala., not one ever asks about innersoles.

These views are indicative of the reports received from merchants in every section of the country; namely:

1. Very few people ever ask about innersoles.
2. Very few look to see what innersole is used.
3. Practically every customer takes the merchant's word for the quality of the shoes offered.

THE SHOE VETERAN.

P.S.—Write the Armstrong Cork Company, Lancaster, Pa., for their illustrated booklet, "What Does the Public Want?" It's worth while.

Heavy Weather OXFORDS and BOOTS

No. 745. Price $3.85
Patent Oxford, Tip, Goodyear Welt, White Fair Stitch, 7/8 Rubber Heel, Sport Last.
AA to D

MADE RIGHT, PRICED RIGHT
ARE RIGHT

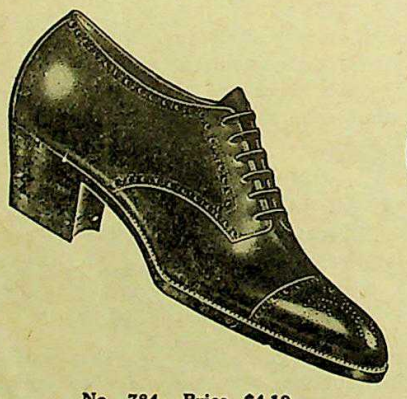
IN-STOCK

Immediate Delivery on Every Pair

No. 785. Price $3.25
Black Scotch Blucher Oxford, Wing Tip, Goodyear Welt, Princess Last, 11/8 Rubber Heel.
No. 787. Same in Brown
AA to D

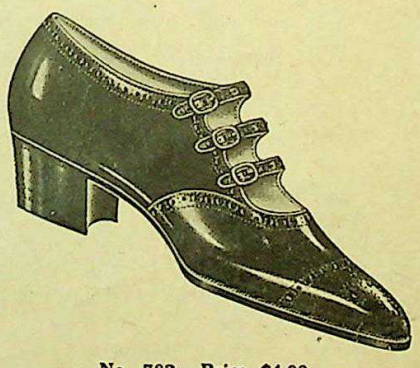
KEEP YOUR SIZES
UP—ORDER NOW.

No. 896
Price $4.75



No. 784. Price $4.10
Cocoa Calf Blucher Oxford, Tip, White Fair Stitching, Goodyear Welt, Princess Last, 11/8 Rubber Heel.
AA to D

Nine Inch Black Kid Lace
Kid Tip, Goodyear Welt, 11/8 Heel, Princess Last, A to E.
No. 897—Same style in Brown Kid. Price $5.50



No. 782. Price $4.00
Patent Three Buckle Strap, Imitation Tip, Goodyear Welt, Princess Last, 11/8 Heel.
AA to D
No. 439. Same in Black Kid. Price $3.75

THOMSON-CROOKER SHOE CO.

C. R. THOMSON, Pres. J. M. THOMSON, Treas. C. H. SULLIVAN, Sec.
BUFORD H. JONES, Vice-Pres. and Sales Mgr. P. HOWARD TARR, Asst. Treas. and Credit Mgr.

18 STATION ST.

BOSTON **MASS.**

Feb 4, 1929 ID 3 Spec

262,553 ITALIAN 262,553

XD2-44700

Zanoncelli

N. 262553

Rilasciato il 4 Febbraio 1929

Italian

Fig. 1

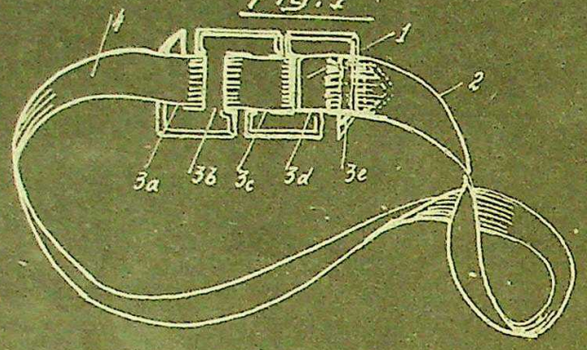


Fig. 2

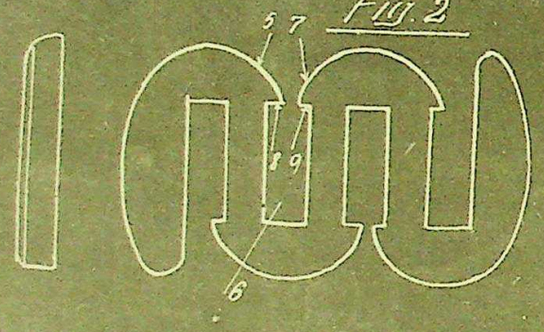


Fig. 3.

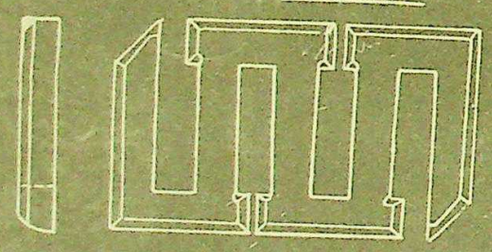
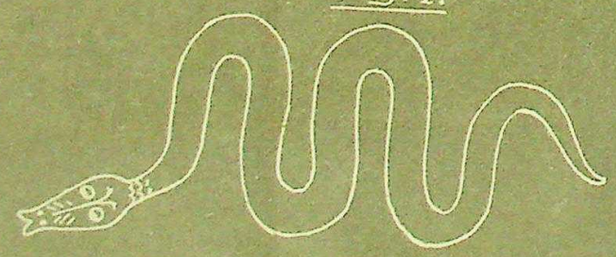


Fig. 4.



24-700 ITALIAN

5

REGNO D'ITALIA

MINISTERO DELLE CORPORAZIONI

UFFICIO DELLA PROPRIETÀ INTELLETTUALE

BREVETTO INDUSTRIALE N. 262553

DITTA GIBERTO ZANONCELLI

MILANO

DISPOSITIVO D'ALLACCIATURA A SERPENTINO PER RIUNIRE GLI ESTREMI DI CINTURE, NASTRI O SIMILI IN MODO REGOLABILE

(CLASSE XX)

ROMA
ISTITUTO POLIGRAFICO DELLO STATO
LIBRERIA
1932 - ANNO X

Prezzo L. 8 —

N. 262553

Rilasciato il 4 febbraio 1929
Decorrenza dal 21 settembre 1927

DITTA GIBERTO ZANONCELLI

MILANO

DISPOSITIVO D'ALLACCIATURA A SERPENTINO PER RIUNIRE GLI ESTREMI DI CINTURE, NASTRI O SIMILI IN MODO REGOLABILE

L'oggetto della presente invenzione concerne un organo d'allacciatura specialmente appropriato per la riunione rapida e sicura degli estremi di nastri di cintura, in qualsiasi materia flessibile adoperata, senza ricorrere al solito sistema della fibbia con ardiglione o simili, così da adattare la lunghezza periferica della cintura chiusa, alla periferia del corpo da circondare e da stringere.

L'allacciatura o sistema di riunione dei capi di un nastro o cintura chiudibile su se stesso, in modo regolabile, evita la necessità di perdere tempo nell'infilare uno dei capi entro un anello chiuso, ed in conformità alla invenzione, presenta l'aspetto di un corpo stretto e lungo ondulato, od anche, quello di un corpo essenzialmente rettangolare in cui siano praticati degli intagli trasversali, equidistanti e paralleli, aperti da una parte e precisamente le aperture essendo previste alternatamente da parti opposte e di tale ampiezza da consentire la facile introduzione del lembo di cintura estremo.

In tal modo questo lembo libero si allaccia col semplice introdurlo alternatamente dal disopra e dal disotto nelle successive anse od intagli affiancati. Il ripiegarsi successivo del nastro o cintura sopra i traversi rigidi dell'allacciatura, che servono a formare e separare, gli intagli, implica una vasta superficie di contatto tra la parte flessibile e la parte rigida cosicchè quando si tira la cintura nella parte del lembo impegnata nell'allacciatura si producono tensioni che si risolvono in componenti che tendono a fare aderire tra loro le già vaste superfici a contatto col risultato che è praticamente impossibile fare scorrere il lembo flessibile tra le parti rigide dell'allacciatura per pura trazione. L'allacciatura può essere costruita nelle sostanze le più disparate purchè siano convenienti allo scopo ornamentale, oltre che di comodità, che l'oggetto dell'invenzione si propone.

Nel disegno annesso l'oggetto dell'invenzione è rappresentato in alcune forme di esecuzione a titolo d'esempio:

la fig. 1 mostra il modo con cui l'allacciatura si applica ad una cintura;

le figure 2, 3 e 4 mostrano tre diverse forme di allacciature, fra le moltissime possibili.

In fig. 1 si vede come il capo fisso della cintura 2 sia attaccato al penultimo traverso 3*d*, ad esempio con cuciture della falda. Invece l'estremo libero 4 della cintura 2 è introdotto dall'alto, dapprima nell'ansa formata dai rami trasversali 3*a* e 3*b*, passando sotto il lato interno del lato trasversale 3*a*, poi dal basso nell'ansa od intaglio successivo compreso tra i rami 3*b* e 3*d*, passando sul lato esteno del ramo trasversale ab, ed analogamente per le anse successive alle due prime, e che possono essere in un numero conveniente qualsivoglia. In generale bastano quattro anse od intagli trasversali. Per la ragione esposta nel preambolo si capisce che quando si tenta di allontanare il lembo 4 dall'allacciatura 2 il forte attrito dei tratti compresi ed impegnati nell'allacciatura, rispetto alle parti rigide di questa, impedisce uno scorrimento. In altre parole si verifica una salda riunione tra le due estremità del nastro flessibile.

Nella fig. 2 lo sviluppo del corpo dell'allacciatura è lo stesso che in fig. 1, salvo che l'imboccatura degli intagli 6 non termina nettamente ma si allarga progressivamente grazie a curve di guida come 5 e 7 che si avvicinano da parti opposte all'imboccatura così da favorire l'introduzione rapida del lembo di cinghia o nastro. Sono previsti in prossimità dell'imboccatura dell'intaglio dei gradini 8 e 9 che servono d'arresto alla fuoruscita del nastro lateralmente. Ma la presenza di questi gradini può essere anche superflua.

In fig. 3 si vede un tipo d'allacciatura simile a quello di fig. 1.

In fig. 4 l'allacciatura presenta la forma di un serpentello con il corpo raccolto in tre ondulazioni che danno origine a tre anse.

Come già ricordato il principio di questa invenzione può essere applicato in un numero svariatissimo di forme di esecuzione, come pure il corpo dell'allacciatura può essere composto in una sostanza qualsiasi sia metallica che plastica.

RIVENDICAZIONI.

1ª Allacciatura in metallo di qualunque genere, od in materie plastiche quali galalite, oppure in corno, osso e simili destinata a riunire i capi o lembi nastriformi di cinghie, cinture o simili, caratterizzata da ciò che essa è costituita da un corpo essenzialmente rettangolare con intagli trasversali comunque paralleli ed equidistanti tra loro, oppure comunque distanziati, aperti verso uno solo dei loro estremi, oppure da un corpo lungo e sottile sviluppato ad ondulazioni che danno luogo ad anse affiancate.

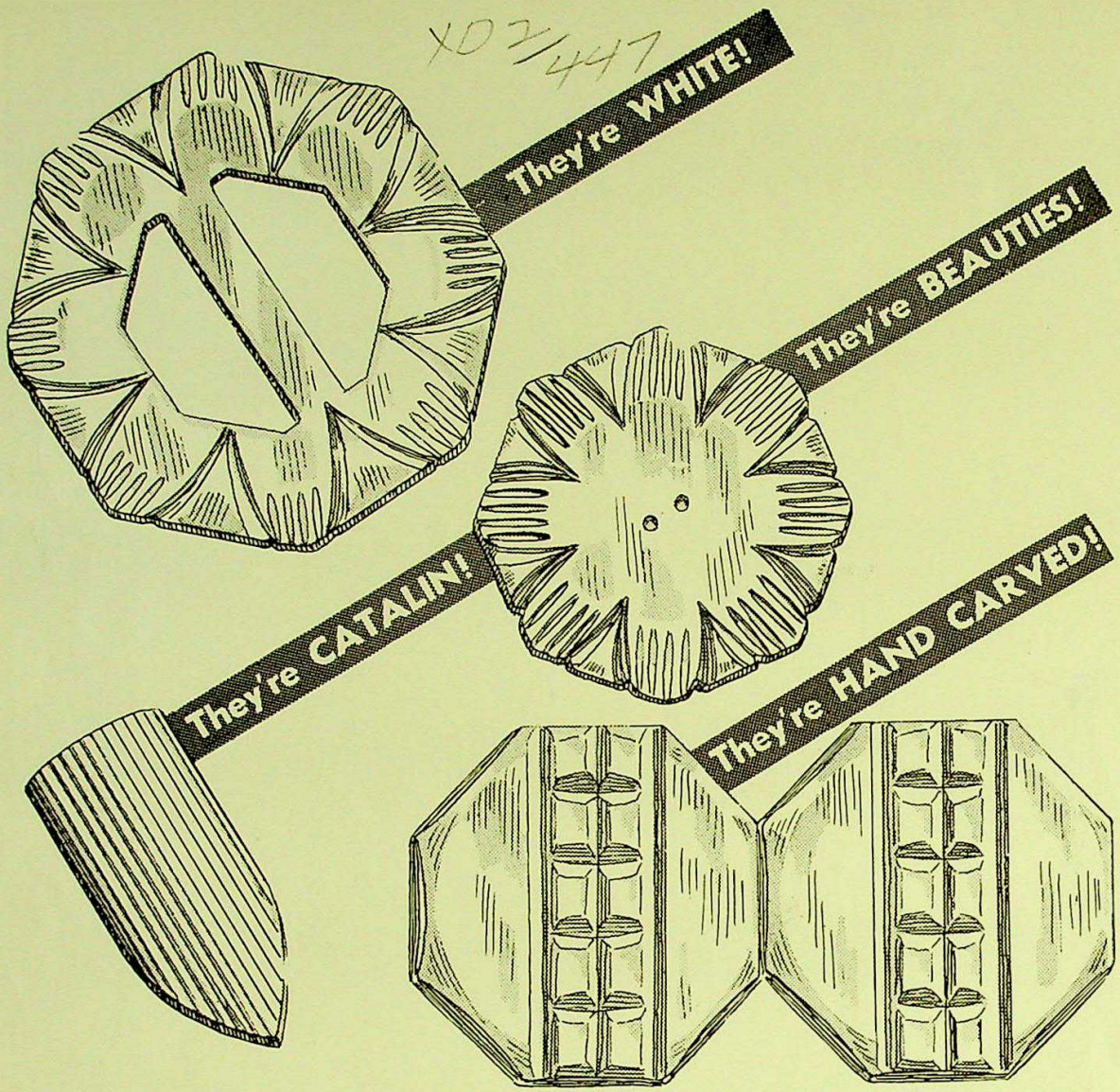
2ª Allacciatura secondo la rivendicazione 1ª, caratterizzata da ciò che gli intagli o le anse hanno la loro apertura alternatamente rivolta in direzione opposta, cioè verso l'alto e verso il basso.

3ª Allacciatura secondo le rivendicazioni 1ª e 2ª, caratterizzata da ciò che le aperture delle anse sono alquanto strozzate per la presenza di prominenze a scalino onde impedire una fuoruscita del corpo nastriforme introdotto.

4ª Forme di esecuzione di allacciatura secondo le rivendicazioni 1ª, 2ª e 3ª, come descritto con riferimento al disegno annesso.

Allegato il disegno (4 figure)

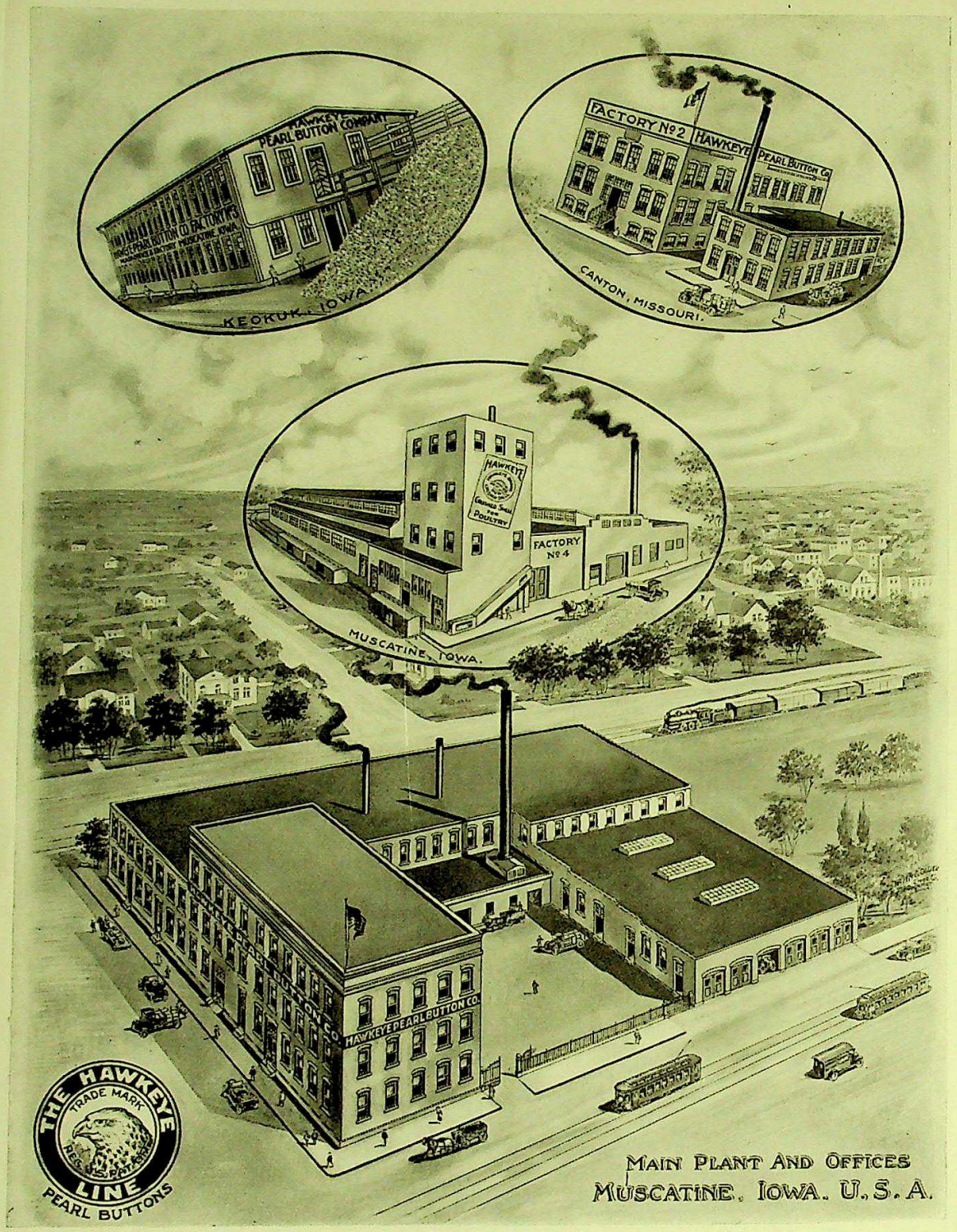
(4103230) Roma, 1932 – Anno X – Istituto Poligrafico dello Stato P. V.



GLORIOUS, gleaming white Catalin buttons, buckles, slides and clips . . . light and right for spring and summer frocks. Show them with the new fabrics and they'll boost your piece goods sales as well as your button business. Let us show them to you right now.

B. Schwanda & Sons, 79 Madison Ave., New York City.

Schwanda for BUTTONS



"MERMAID" PEARL BUTTONS ARE THE BEST

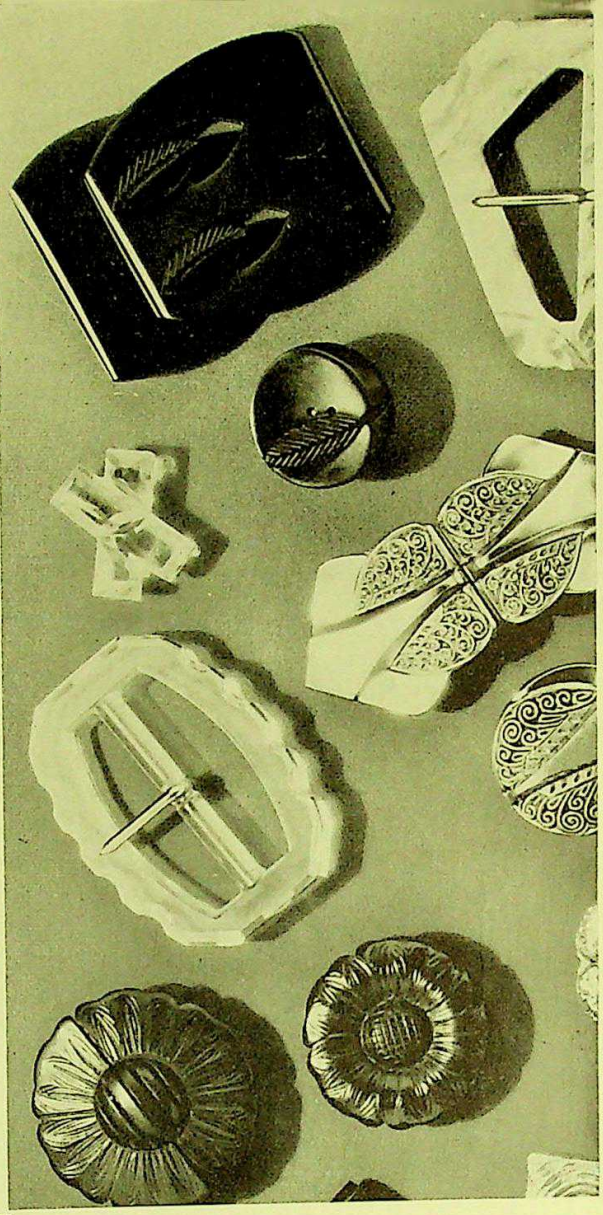
Because They Are Made . . .
Under the Most Favorable, Up-to-date Conditions

The Hawkeye Button Factories are light, airy and spacious . . . there are no dark, dingy sorting rooms; no poorly ventilated working areas. Only the most modern equipment is used. And, of course, only the best quality mussels are selected. The result is "THE MERMAID LINE"—the finest pearl buttons and novelties ever offered to the trade.

HAWKEYE PEARL BUTTON COMPANY *Manufacturers of Pearl Buttons and Novelties* **MUSCATINE, IOWA**

NEW YORK OFFICE, 1199 Broadway — Between 28th and 29th Streets

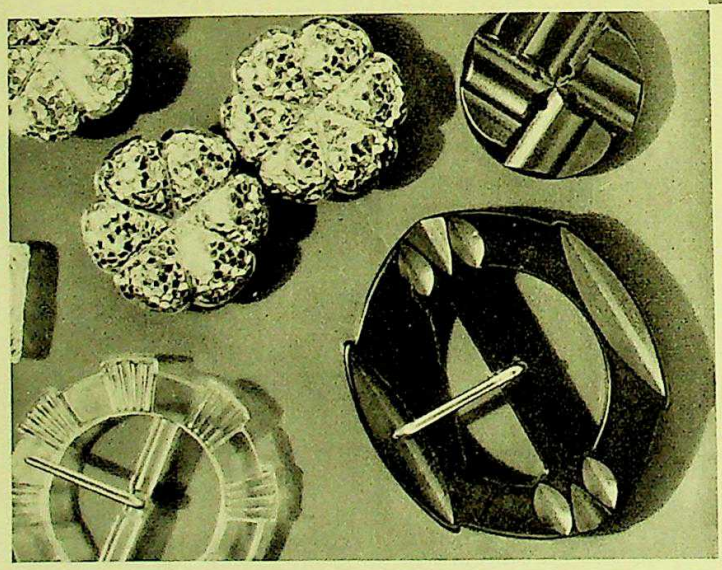
Designed for Selling



This is only a glimpse of the very complete and diversified new offerings that B. G. & E. presents for fall . . . all designed to sell . . . and sell well.

Every buyer interested in strengthening the standards of her button department with creations which set the standard of quality and style should see the B. G. & E. line.

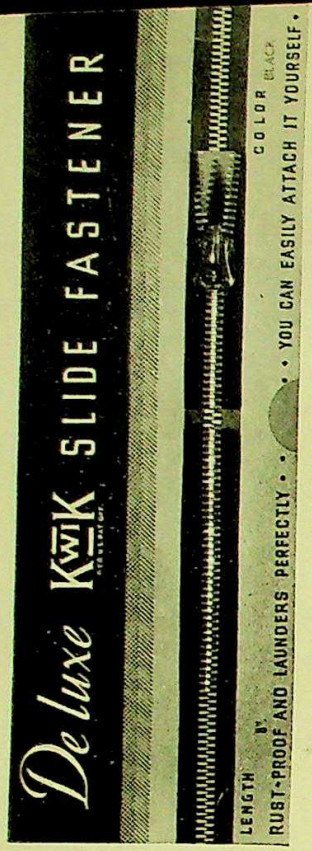
See these sparkling numbers at our New York show room or when our representative calls at your store.



REGISTERED

BAILEY, GREEN & ELGER, INC.

136-146 Madison Avenue New York, N. Y.



KWIK
SLIDE FASTENER

in this

Attractive Package

with eye appeal which will make sales for you.

6 colors and 4 to 36 inch lengths

This Slide Fastener is available in two styles: one with Positive Pin Lock that will never slip; the other a non-locking type with dainty chain pull.

This slide fastener has no sharp corners to snag the sheerest fabric. It is built of rounded elements. Polished and plated, it will not rust or tarnish.

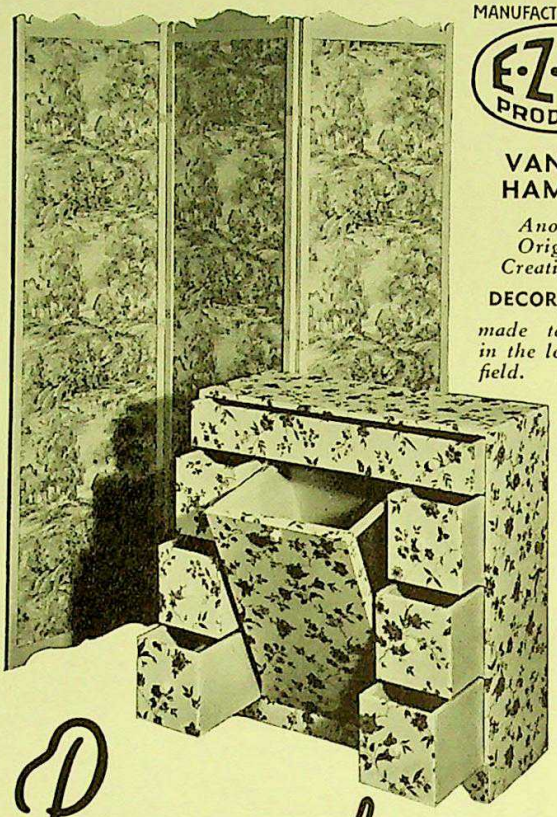
TAKE ADVANTAGE of the Rapidly Increasing Sales of this New Notion Idea

MANUFACTURED SINCE 1927

U. S. RUBBER PRODUCTS, INC
Shoe Hardware Division
WATERBURY, CONNECTICUT

United States Rubber Company

DECORATIVE presents NEW FALL LINE



MANUFACTURERS OF
E-Z-DO PRODUCTS

VANITY HAMPER

Another Original Creation by
DECORATIVE
made to retail in the low price field.

Promotionalize with "DECORATIVE"

A HIT FOR EVERY MONTH IN THE YEAR

ORIGINATORS AND CREATORS OF

Closet Shop Accessories

- The buying market is talking "decorative." There is a good reason—they have seen the preview of our new Fall line.
- There's a new song that the buyers are singing. They are singing it about one company, "Decorative." They are singing "With My Eyes Wide Open I'm Buying."
- Our new items will be released in August for greater sales and volume throughout the leading department stores in the country.
- Decorative's factory is throbbing with activity. Every machine is at work. Promotional hits for August, September, October and November now scheduled.

NOTE BUYERS AND MDSE. MNGRS.—LET US TELL YOU WHAT OUR DECORATIVE CLOSET SHOPS HAVE DONE FOR GIMBEL'S, McCREERY'S, WANAMAKER'S AND OTHERS

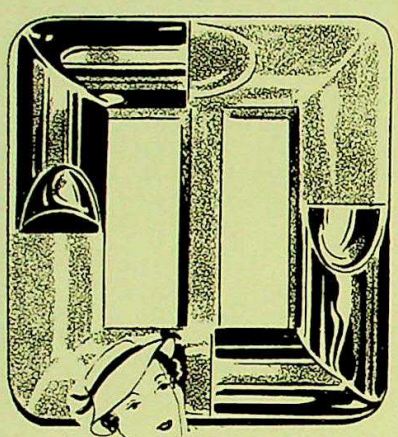
Decorative Cabinet Corp.
NEW YORK CITY ▼▼▼ LOS ANGELES

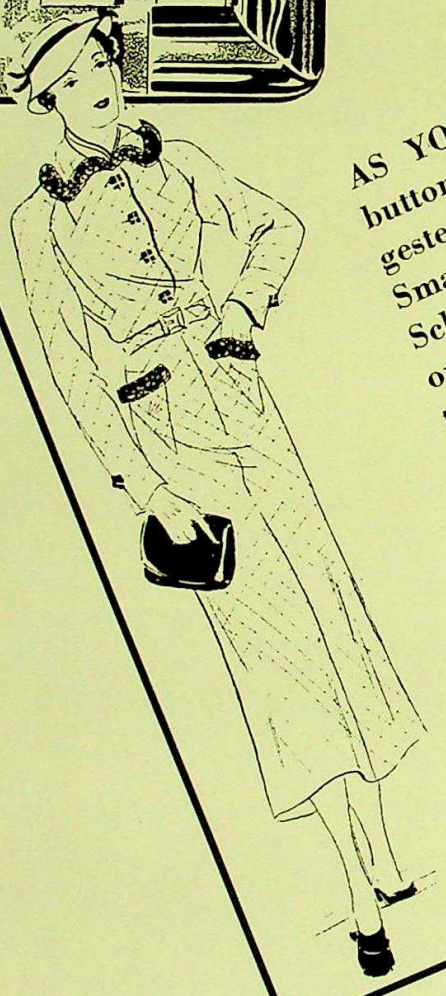
Featured in Vogue

XD 3/447

PATTERN 7092

Feature These Schwanda Buttons



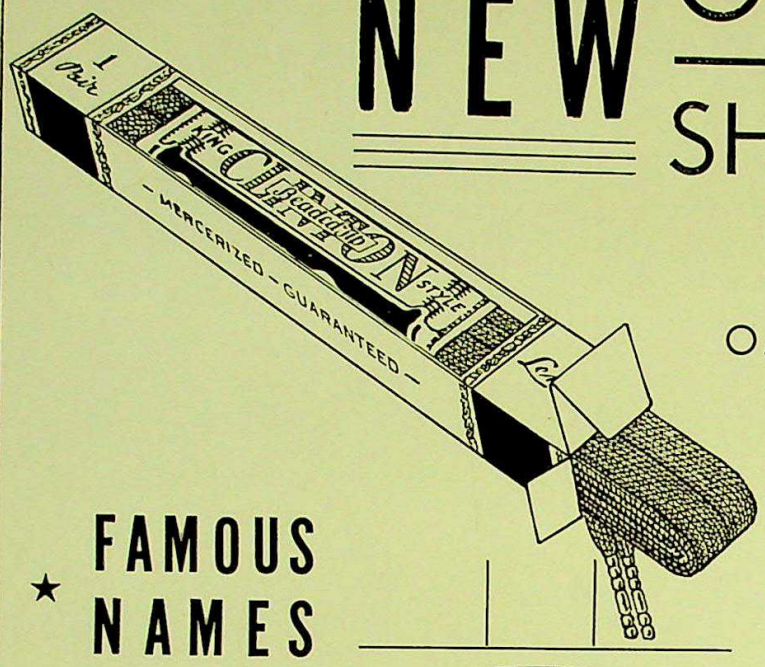


AS YOU KNOW, the easiest buttons to sell are those suggested by the pattern books. Smart Vogue suggests smart Schwanda buttons. And here is one of Vogue's bright suggestions, these cleverly designed Schwanda buttons that are half dull, half shiny. They come in 3 good sizes and in all the season's selected colors, including dubonnet, fuchsia, brick. And there's a beautiful buckle to match.

Schwanda for BUTTONS

B. SCHWANDA & SONS, 79 MADISON AVE., New York

NEW OAKVILLE SHOE LACES

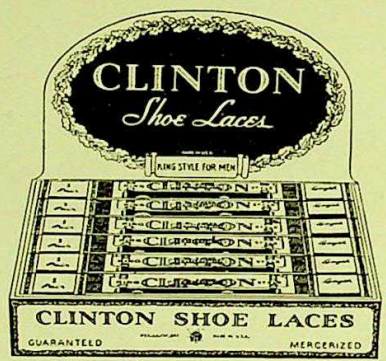


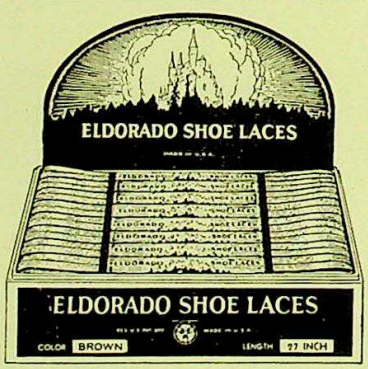
★ FAMOUS NAMES

CLINTON
ELDORADO

and others, known wherever pins, safety pins, snap fasteners, hooks and eyes, and thimbles are bought and sold—will now be associated with shoe laces.

The shoe laces packed under these famous names are the Highest Quality of the industry, products of the United Lace & Braid Mfg. Co., makers of the famous Beaded Tip.





OAKVILLE COMPANY APPOINTED EXCLUSIVE DISTRIBUTORS TO NOTION TRADE FOR UNITED LACE & BRAID MFG. COMPANY

Oakville's well-known distribution policy, fair profits for all, will hold for the shoe lace line, as in the distribution of pins, safety pins, snap fasteners, hooks and eyes, thimbles, etc.

The same quality standards and the same policies will likewise be effective.

Attractive packings and displays, in keeping with other Oakville notions, will remind your customers of their need for shoe laces. Harmonizing in design and colors with the other Oakville products, counters are made more appealing to the eye, and each item helps to sell the others . . . giving you 6 sales instead of 1.

Write for detailed information.

OAKVILLE COMPANY

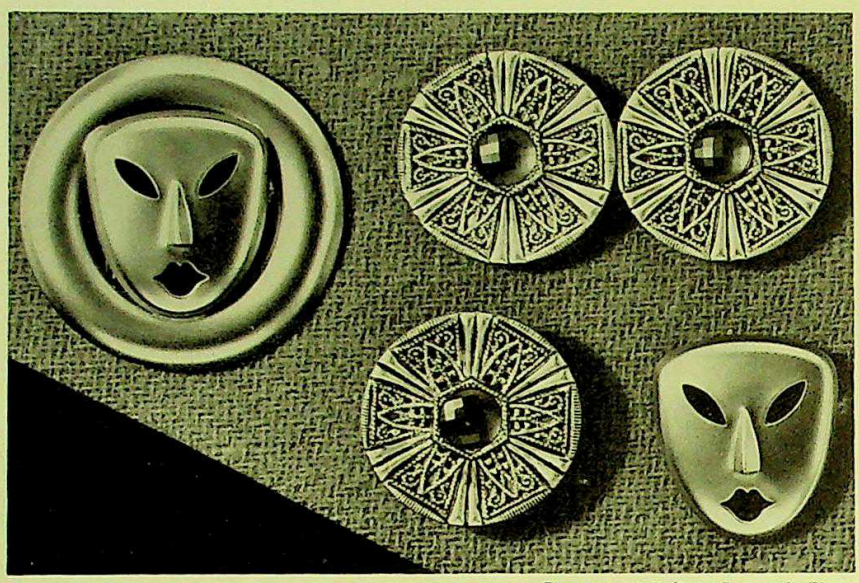
DIVISION SCOVILL MANUFACTURING COMPANY, WATERBURY, CONN.

PINS SAFETY PINS SNAP FASTENERS HOOKS & EYES THIMBLES and SHOE LACES

NEW YORK CHICAGO SAN FRANCISCO

. . . WHAT'S NEW IN NOTIONS

XD2/430



Courtesy of Bailey, Green, & Elger

Striking Button Buckle and Clip Sets from the Continent

From Gay Paree comes the mask of gloom. The tantilizing eccentric figure adopted by Schiaparelli. Accepted by the most factitious and really a very unusual item. Comes in medium and large size. Buckle and clip to match in bright gold, mat gold, bright silver and mat silver.

"Italian Renaissance" is this jeweled filigree button and matching buckle which was created from the inspirations of the fifteenth century genii. This modern version is as new in style as it is ancient in name. Colored jewel cabashon set in Florentine gold. Colors are amber, amethyst, garnet, emerald, sapphire, and jet. Comes in four sizes, medium to large.Shown by Bailey, Green & Elger.

New Skirt and Sweater Frames

A new skirt and sweater frame on which patent is pending made by the Mueller Skirt Frame Company is made of Birch Wood, 1½" wide, and ¾" thick, with rounded edges. Frames can be used separately or, by simply omitting the extra waist band, together.

Extra blocks for the skirt frame made it adjustable so that it can be used for all standard sizes from 14 to 26, also for different lengths and widths without altering the waist or hips. Sweater frame is also adjustable to all standard sizes from 34 to 46 bust. If so desired, sleeves will be made to order at a nominal charge.

These frames, besides being used for knitted dresses and suits, have also been successfully utilized for drying all types of materials which have a tendency to shrink.

The frames are collapsible and can be easily carried in a suit case. Sold separately, they retail for $2.25 each. Turner & Davis, New York, are distributors.

Handworked Guest Towels

A new type of stamped guest towels, in a Czechoslovakian crash linen, especially designed and woven for Paragon Art & Linen Co., New York, is shown here. The towels come in gold, blue, orchid, green and peach, with woven satin stripes in corresponding deeper shades. The floral and conventional designs to be done in French knots and cross stitch are planned in harmony with the modernistic weave of the fabric. Size of these towels is 14 x 21.

New Rayon Boucle

New "Royal Society" brand Rayon Boucle for knitting and crocheting comes in 100 yard balls. Can be used for making dresses, blouses or suits. Comes in forty shades and retails for twenty cents.

New Shoe Mitts

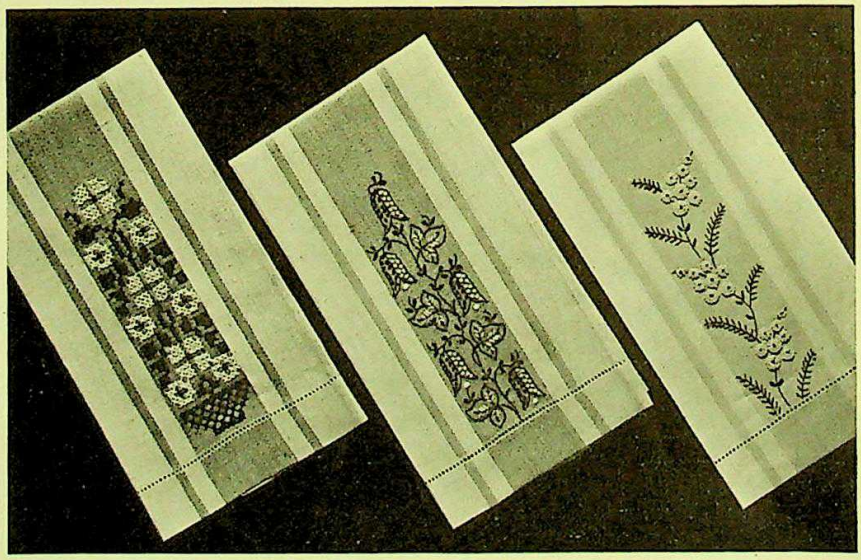
New shoe mitts in solid colors of blue, red, green and yellow for women, and brown, tan, blue, rust for men are shown at Braude & Braude's, New York. These are to retail at four pairs for one dollar in the assorted color combinations mentioned.

Metals Take On Odd Shapes At Singer & Cohen

Button and buckle trimmings at Singer & Cohen, New York, have taken on novel new shapes. Some unique ones in metal —the outstanding material for fall—include a corset lace fastener with buckle to match in gold and silver finish. Also, a gadget fastener and buckle with colored balls, buttons, and clips to match. Front pieces—again due for a revival—are interestingly designed from metal.

Prystal, which promises to continue in popularity this fall, also figures in several new ideas, which include crackled prystal buttons and buckles in oval shapes and pastel colors.

A novelty button is made, half from a real—uneatable—nut, partly carved, with the remainder half in various-colored Catalin. Four of these buttons—two Catalin, two nut, like buttons in diagonal positions—make a striking buckle to be worn with the buttons on fall tweeds and jerseys.



NEWS OF NOTIONS . . .

Monroe Newberger in Europe

Monroe Newberger, president of B. Blumenthal & Co., Inc., 1410 Broadway, New York City, sailed for Europe on August 24, on the S. S. Lafayette, to work on novelties in buttons and buckles for the spring season of 1936.

He was accompanied by Sidney Rosenthal, general manager of the Garment Center Branch, who specializes in novelties, particularly applicable to the garment trade. They will return on the Normandie at the end of September.

Jane Wheeler with Everlastik

Everlastik, Inc., announced recently the addition of Jane Wheeler to their Promotion and Research Department.

Miss Wheeler will act as Stylist and Assistant Promotional Director, devoting most of her time to assisting customers and in solving the problems they have today with the use of elastic in women's and children's apparel.

Her background in the webbing industry, together with her experience in promotional work, can be of great assistance to manufacturers and stylists who will use the services this new department extends.

Fashion Show and Graduation Exercises at Ulmann's and Fleisher's Showrooms

Friday evening, August 9th, graduation exercises were held in the showrooms of Bernhard Ulmann Co., Inc. and Fleisher Yarns Inc. at 1150 Broadway, and over 250 knitting stylists from department stores throughout the United States received diplomas.

Immediately after graduation exercises, the stage was given over to a preview of the very newest Paris fashions for the home knitter, which are beautiful in their individual styling and colors, and included lovely blouses, one piece and two piece dresses—some designed for active sports and others for more formal occasions. There were many two piece and three piece suits, which in addition to several knitted coats, are ideal for ocean cruises and informal wear.

An outstanding success of the evening was a stunning three piece suit with an interesting new plaid effect. The jacket had the traditional mannish lapels, top pockets and featured the new rounded corners. Both the skirt and jacket were knitted of Fleisher's Aberdeen Tweed Yarn, and the smart blouse was made of Fleisher's Kashyr Yarn. Another garment which aroused a great deal of enthusiasm was a lovely two piece dress in a smart vestee pattern style. This dress was knitted with the new Bear Brand Paislee Tweed Yarn, which is a lightweight nubby tweed of soft texture.

Tie Up Notions With Silk Parade Piece Goods Window Displays

One of the most dramatic and colorful posters ever launched in connection with a promotion or educational campaign has been chosen by the International Silk Guild to herald the Silk Parade which takes place nationally this year the week of September 23rd. The new Silk Parade poster offers unique opportunity for departmental and window display purposes, both in ready-to-wear and piece goods sections, the latter to be tied up with notion department items.

The poster, which is of high artistic merit, reflects the three major influences in today's mode—Oriental, classic and Renaissance. A procession of three stylized portraits representing these periods leads up to the central figure, a modern woman. The design illustrates the continuity of silk through the ages, beginning with the soft rippling silks of the Chinese Empress Si-Ling-Chi, the "mother of silk," through the architectural simplicity of the Greek tradition, the gorgeousness of the stiff ornamented silks of the Renaissance, to present-day fashions.

The poster is painted on a Gesso panel in egg tempora, the same medium used in Italian primitives. It is one of the most permanent methods of painting, and was selected to typify the permanent beauty of pure silks.

The colors are taken from the entire gamut of tones used by the old masters. Glowing off-shades from the yellows and yellow-greens through violet to bright reds are used, with touches of pure color.

Maculette Moves to New York

The Maculette Company, Inc., makers of The Maculette Sanitary Pantie, formerly located in Buffalo, New York, announced the opening of new and enlarged headquarter offices at 276 Fifth Avenue, New York City, August 19th.

Maculette's announcement is one more milestone in the development of a business that has shown remarkable vitality in a very short space of time. In 1932, Maculette was still a laboratory experiment. Today, this popular item in the ladies' undergarment field is familiar to millions of women across America, as well as to most of the leading department stores and specialty shops.

Entrance into the New York arena by the Maculette executive forces will make it possible for much closer co-operation between this organization and their many friends in the trade.

Plan to Simulate Customer Buying

Early this month an increased advertising campaign will be started by A. Stein & Co., Chicago, as part of a seasonal selling promotion to stimulate customer interest in garters, belts, suspenders, handkerchiefs and others of their products.

The new promotion follows the successful effort which aimed to increase retailer's sales of all men's apparel and furnishings for summer. Ninety-eight per cent of merchants reporting to the company indicate not only greater sales of these goods but also increased business on all summer merchandise, despite unseasonable weather, the company says.

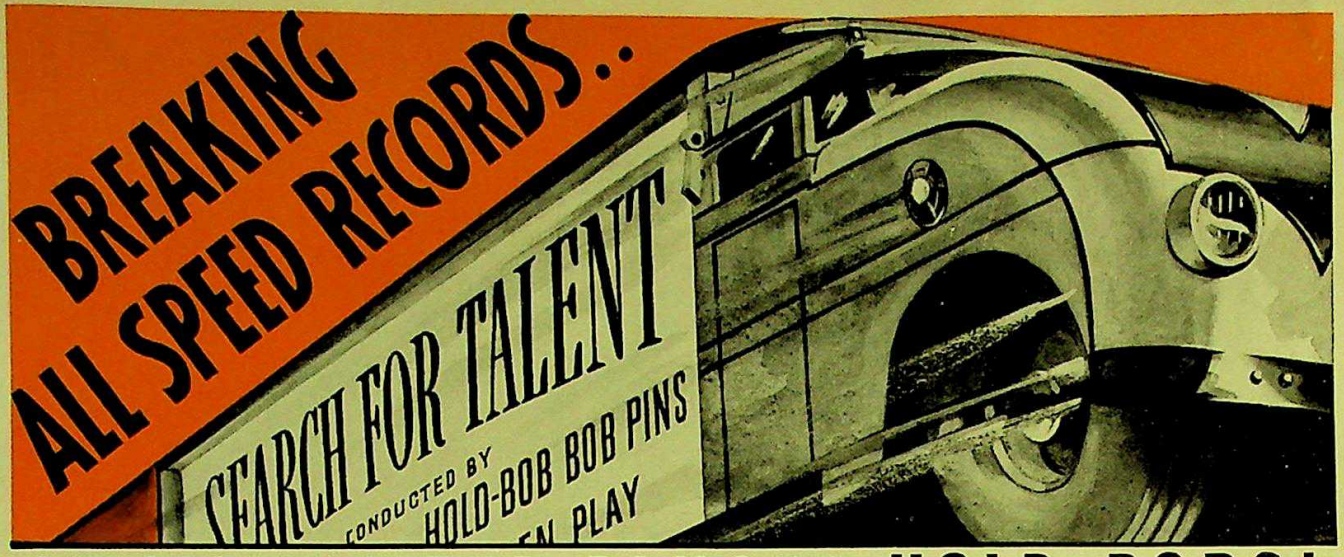
Fall goods will be advertised in a campaign starting early this month and continuing through October, November and December in newspapers in 68 principal cities, and in magazines including *Esquire, New Outlook, News-Week, New Yorker, Saturday Evening Post, Times,* and *Today.*

In addition, the company will attempt to put the male into a fall frame of mind through distribution of a fall window and interior exhibit for retailers.

The new display places selling emphasis on the season as the reason why men should acquire new fall wardrobes. Dominating the display is a large card showing two men and a girl. Leaves of golden brown are portrayed in the scenic setting.

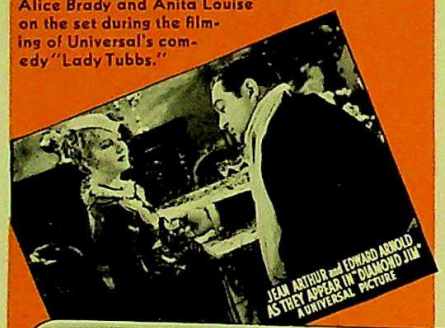
Large cut-outs in the shape of leaves have also been supplied, to aid the retailer in creating a brisk fall atmosphere in the remainder of the window. These bear the words "Garters by Paris" and other lines for placement near the Paris merchandise shown.

BREAKING ALL SPEED RECORDS..



IN SELLING THE FAMOUS HOLD-BOBS!

Alice Brady and Anita Louise on the set during the filming of Universal's comedy "Lady Tubbs."



HOLD-BOB'S SEARCH FOR TALENT TRUCK IS DRIVING YOUR WAY . . . AND SENDING MORE CUSTOMERS TO YOUR NOTION COUNTERS!

Cash in on the biggest profit-making plan ever devised. Keep a stock of HOLD-BOBS for your customers will want to take a free screen test. To be eligible they must fill in the entry blank and these entry blanks are printed right on the back of the HOLD-BOB cards!

The Search for Talent conducted by HOLD-BOB bob pins, Universal Pictures, Motion Picture and Screen Play Magazines means a profit for every HOLD-BOB dealer.

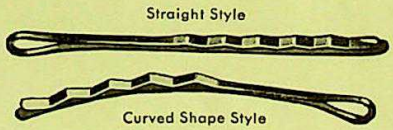
The Search for Talent movie truck is touring the country in a nation-wide search for screen talent. Aboard this truck is a crew of cameramen, technicians and director who will give screen tests right in your locality. Local screen tests will be forwarded to Universal Studios for final judging . . . and the winners will be brought to Hollywood, all expenses paid, for a final screen test and an opportunity for a movie contract.

Big, national consumer magazines . . . local newspapers and theatres from coast to coast are backing this biggest of all merchandising campaigns in this field!! Your customers will want a free screen test . . . they will want HOLD-BOBS and the Search for Talent entry blank which is printed right on the back of the HOLD-BOB card!!

Order a stock now. Be ready for heavy traffic in HOLD-BOB sales. Exclusive features such as: small, round, invisible heads; smooth, round non-scratching points and flexible, tapered legs, one side crimped, have already made HOLD-BOBS the fastest-selling of all bob pins! And HOLD-BOBS come in colors to match all shades of hair. Send the coupon today for full details of how you can cash in on the Search for Talent.

THE HUMP HAIRPIN MFG. CO.
Dept. 7-105
1918-36 Prairie Ave., Chicago, Ill.

Copyright 1935 by The Hump Hairpin Mfg. Co.



The Search for Talent Movie Truck

Search for Talent entry blank is printed on the back of this card. HOLD-BOBS are packed in sales creating display containers.

Search for Talent ends Jan. 1, 1936

SEND FOR COMPLETE DETAILS

THE HUMP HAIRPIN MFG. CO.,
Dept. 7-105, Chicago, Ill.

Send full details on the Search for Talent and how I can make extra profits. Also ship through jobber below:

.....Doz. Brunette .....Doz. Brown
No. 30-F HOLD-BOBS
.....Doz. Blonde .....Doz. Gray
.....Doz. Auburn No. 31-F HOLD-BOBS

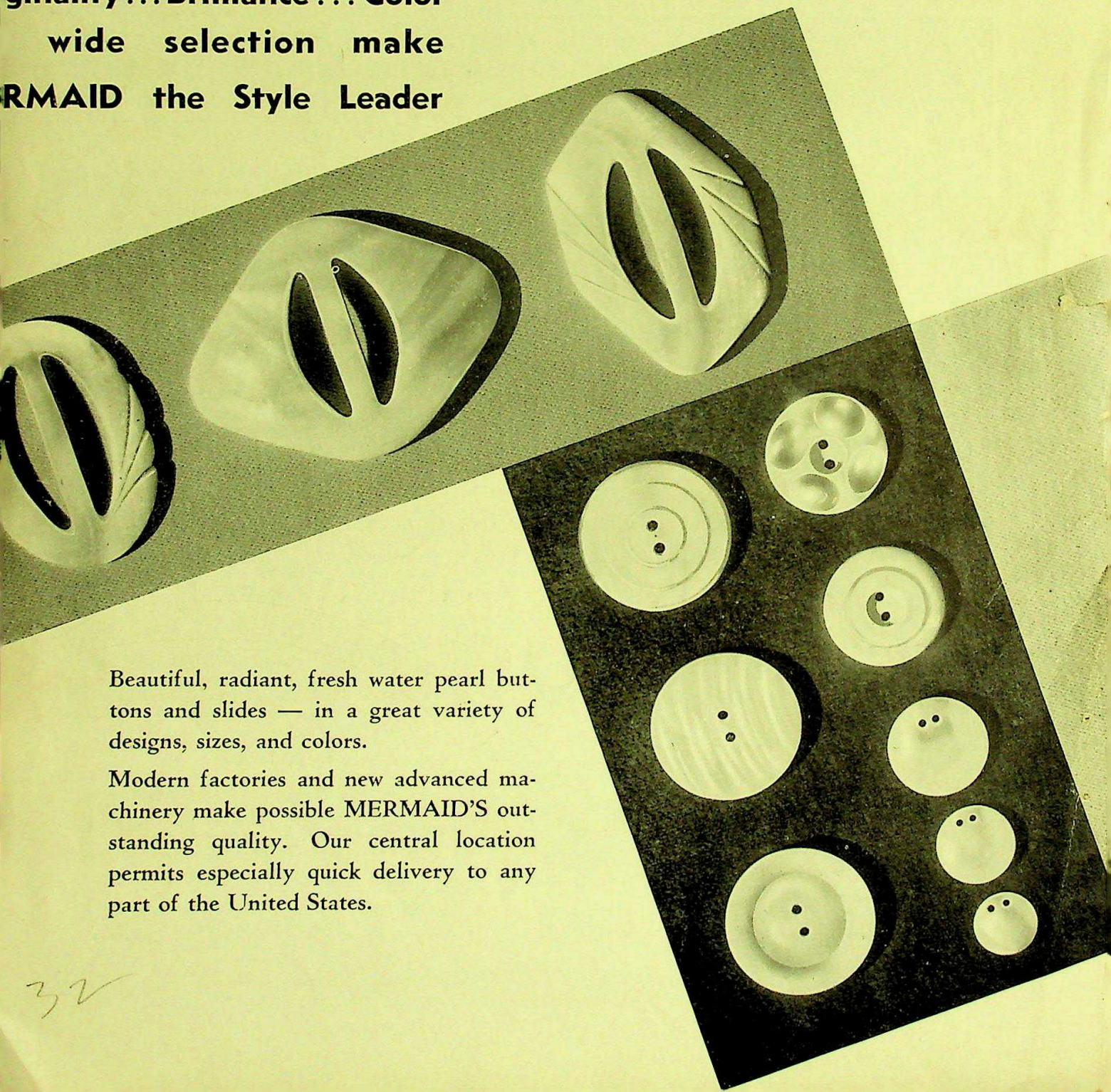
JOBBER'S NAME.....
ADDRESS .....
MY NAME .....
ADDRESS .....
CITY..... STATE.....

Stock up now!

ADVANCE

New Style Creations by

ginality . . . Brilliance . . . Color
wide selection make
RMAID the Style Leader



Beautiful, radiant, fresh water pearl buttons and slides — in a great variety of designs, sizes, and colors.

Modern factories and new advanced machinery make possible MERMAID'S outstanding quality. Our central location permits especially quick delivery to any part of the United States.

32

SHOWING—

MERMAID

for Spring 1936

EXCLUSIVE MERMAID DESIGNS IN VIVID AND SOFT SPRING COLORS—BAKELITE, GALALITH and CATALIN

These style leaders are but a very small part of Mermaid's most complete line. To see these beautiful buttons and slides in their refreshing myriad of Spring colors is to acknowledge their style leadership. Our salesmen will be on the territory in the near future, and *it will pay you to wait and see this Style Line.*

HAWKEYE PEARL BUTTON CO.

Muscatine, Iowa - - - - - - - - - - New York Office, 1199 Broadway

NOTION AND NOVELTY REVIEW Oct 1935 33

Notion Buyers ! ! Let Your Customers

CURL HAIR THE *New* WAY IN HALF THE TIME!

GUIDES HAIR INTO PERFECT CURLS QUICKLY

WAND

"Self Winding" Curler

Grip hair in LOCKED CURLER. Hold wire frame at tip stationary, and turn curler.

• Here is a NEW curler for your customers—different from all others! Winds hair automatically! 50% faster! Produces perfect curls in one action! Start with CURLER LOCKED—simply rotate it. Guides the hair. Maintains constant tension. Winds evenly. Curler holds where you stop. Especially good for short ends. Large and small sizes. Instructions for use on each card. 4 curlers on card. Packed one dozen cards to box. Samples will be furnished on request.

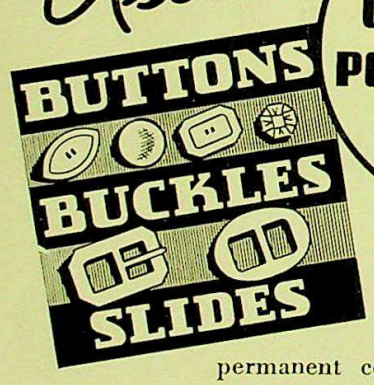
CROWN NOVELTY WORKS

47 WEST 24th ST.

NEW YORK, N. Y.

Assured!

UNIFORM PERMANENT COLORS



Specify AMEROID when ordering buttons, buckles and slides, to be certain of permanent colors—uniform, perfect matching—and surpassing beauty.

This assurance of greater satisfaction to your customers costs you no more. Just be sure to specify AMEROID when ordering from your supplier.

Write us for sample card showing colors.

AMERICAN PLASTICS CORPORATION

50 Union Square, New York

Ameroid

Plastic Material of Lasting Beauty

Boston Conference

(Continued from page 23)

retailer's package shakes hands with the customer, or does not shake hands, was interestingly presented in an address on the "Relation of Packaging to Consumer Acceptance" by M. C. Pollock, director of sales promotion for the Dupont Cellophane Company. Oliver F. Benz, director of sales for the Dupont organization, had intended to deliver this address but was prevented from appearing because of a death in his family.

Gilbert P. Farrar, typographic counselor for the American Type Founders Sales Corp., gave a graphic presentation of the faults in the selection of type and layouts of present-day advertising. He was particularly critical of the general use of black type and oversized figures for prices. "For every inch of black type, use four inches of white space," he recommended for retail advertisements.

The rest of the session was taken over by B. G. Hawkins, store manager for the Jordan Marsh Co., Boston, who acted as chairman of the discussion.

Ephraim Freedman, director of Macy's Bureau of Standards, was enthusiastic in his presentation of the need for merchandise carrying authentic information as a guide to consumers.

"The Haire Business Publications are known throughout the nation for their constructive work," said Chairman Hawkins in introducing Julien Elfenbein, editor of these publications, who most forcefully explained the reasons why it is more necessary than ever for manufacturers to use business publications to aid retailers in increasing sales of merchandise.

Tuesday morning's session was opened by Benjamin H. Namm, president of the Namm Store, Brooklyn, as chairman. To eliminate predatory price cutting and unfair advertising, Mr. Namm offered as a three-point program: (1) Advertisers and advertising media to agree upon the censorship of all unfair advertising; (2) Advertising media to place burden of proof upon all advertisers; (3) Advertising media to foster reader confidence in advertising.

Ernest C. Hastings, president of the Dry Goods Economist, suggested that retailers consider price leveling in place of price lining as a means of meeting current price demands of consumers.

Kenneth Dameron, professor of marketing at Ohio State University, was critical of the NRA interference with business in his address on the "Effect of Government Activities on Distribution."

The fear that we are facing a steady rise in prices continuing to a point where the advance goes beyond control and the bubble again bursts in another depression was expressed by Dr. Melvin T. Copeland, professor of marketing for the Harvard Graduate School of Business Administration. Dr. Copeland was particularly critical of President Roosevelt's legislative program, especially in its influence on rising costs and prices without a commensurate rise in the consumer's ability to buy.

Paul H. Nystrom, president of the Limited Price Variety Stores Association, advocated the better training of store management and selling personnel as a means for independent stores more successfully competing with chain store organizations.

The Advertising Club of Boston cooperated with the Conference at Tuesday's luncheon session, with Henry S. Dennison, president of the Dennison Manufacturing Co., as chairman.

Richard C. Patterson, Jr., executive vice-president of the National Broadcasting Co., told how the radio is aiding in the creation of new standards of living. Ways in which waste can be and has been eliminated in distribution were outlined by Col. Clarence O. Sherrill, president of the American Retail Federation. He also explained the purposes of the latter organization and what it was doing to aid the retailing profession. What the Department of Commerce is doing to improve distribution was interestingly told by Claudies T. Murchison, director of the Bureau of Foreign and Domestic Commerce.

Dr. Everett W. Lord, dean of the College of Business Administration of Boston University, presided as chairman of the closing session on Tuesday afternoon.

In explaining several reasons why there had been a perceptible drop in the amount of business done by wholesalers since 1929, Dr. R. S. Alexander, of the School of Business, Columbia University, was highly critical of wholesalers' attempts to lessen chain store competition through state legislation and taxes.

Roscoe R. Rau, executive vice-president of the National Retail Furniture Association, made a strong plea to manufacturers to stop selling at wholesale to retail consumers, and exposed the many rackets that have developed in this form of merchandising.

Robert L. Studley, president of the National Wool Trade Association, introduced Ernest C. Morse, general director of the Associated Wool Industries, who described what is being done to inform the public of the content of merchandise, and who emphasized the need for further progress in this field.

Massachusetts' program for taxation was outlined by Henry F. Long, Commissioner of Corporations and Taxation of that state.

Robert F. Elder, professor of marketing for the Massachusetts Institute of Technology, presided over the discussion which brought the Conference to a close.

Selling Consumer Goods

(Continued from page 24)

a counter card or a matrix of a two-column newspaper ad with a space at the bottom to fill in the store name.

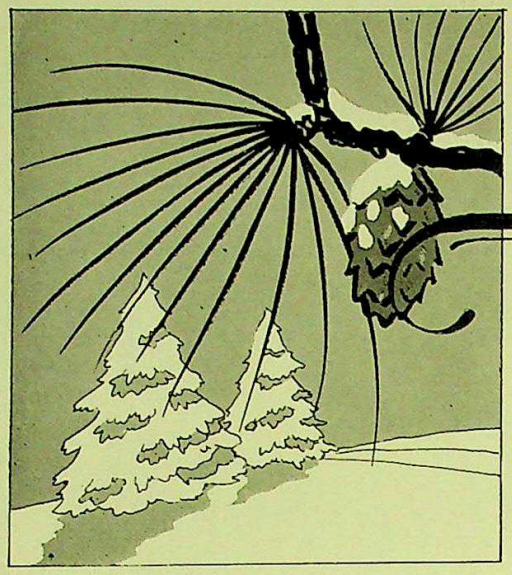
Tomorrow you will either fit into their selling plans or you will not fit into their buying plans.

Your big question is, how can I get my product into a store importantly and out of a store importantly? There lies the solution to a lot of distribution problems. *It is a matter of individuals.*

As an illustration of Will Rogers' remarks that it is individuals that count—not numbers—take one of our own business magazines. It's readers are the 3,500 buyers of these items in department stores and specialty stores. Copies are routed through every month to merchandise men, sales people, display advertising and promotional men. Figuring an average of only two influence factors for every store, that would be about 7,000 people you should contact if you happen to make or import a linen or domestic items.

You can't do it with consumer advertising alone. You can't do it

XD2-447



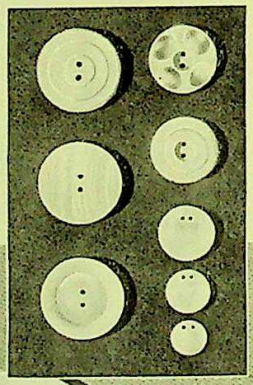
Thank you

FOR YOUR ENTHUSIASTIC APPROVAL OF OUR NEW "MERMAID" CREATIONS . . .

And accept our best wishes for the coming year

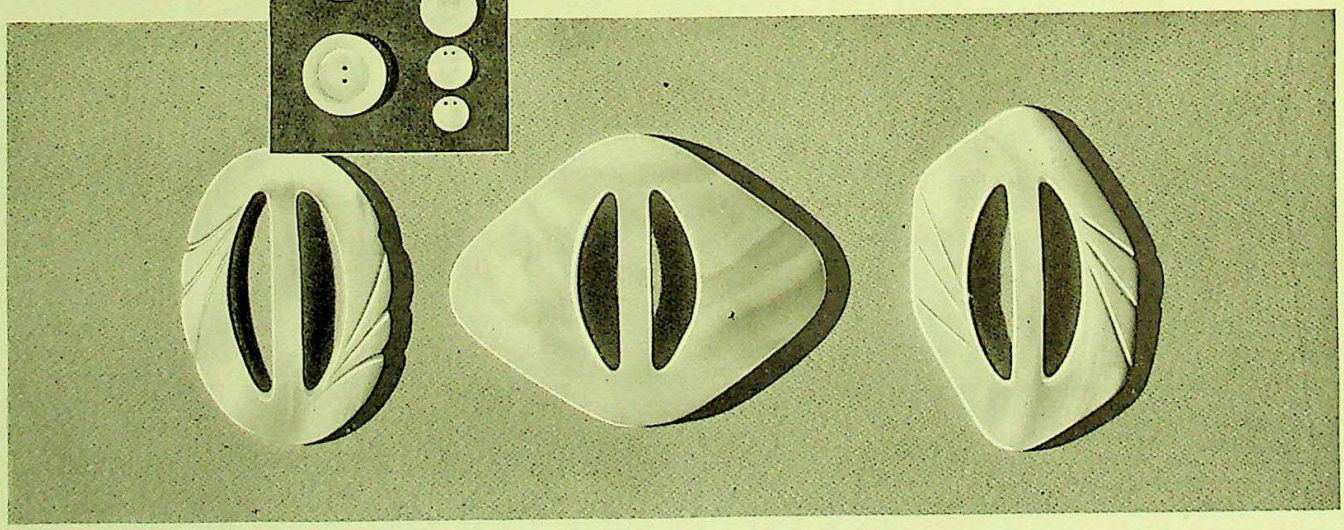
We greatly appreciate your cooperation in making "Mermaid," the Queen of button styles.

By all forecasts and fashion predications, 1936 will see even a greater popularity of style buttons, buckles and slides—with pearl playing a leading role. "Mermaid," with its advanced style designs, and its many years of quality reputation, offers you even greater profits for the coming seasons. Our central location and large stocks enable us to give you the best possible service.



HAWKEYE PEARL BUTTON CO.

Muscatine, Iowa — New York Office 1199 Broadway

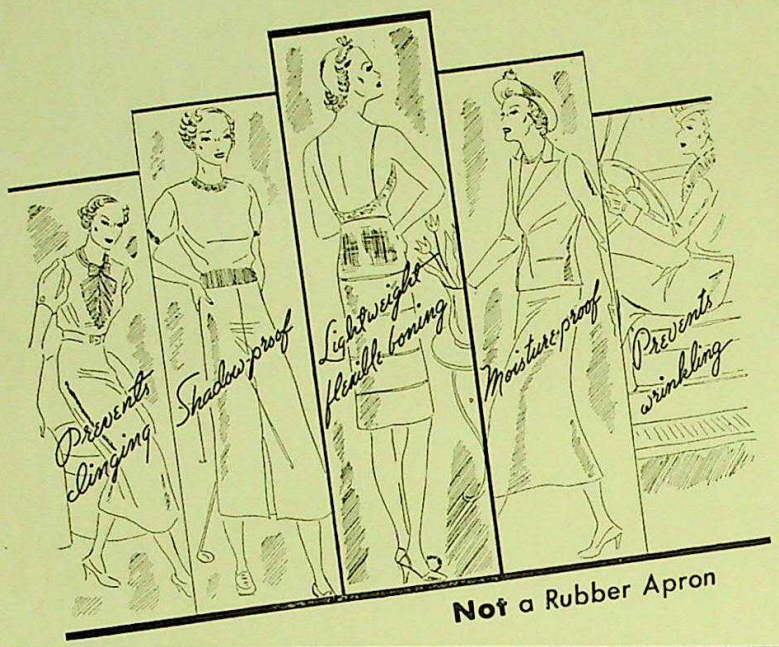


PARIS is playing up
OCEAN PEARL
FOR SPRING
PARIS has been putting more and more emphasis on buttons. Now Paris puts particular emphasis on Ocean Pearl buttons. As a matter of fact, Europe is buying more pearl than at any time since 1914 because all the European style centers are going in for Ocean Pearl trimmings in a big way. America will use multitudes of these same elegant buttons this Spring. At the present time, Schwanda is showing the largest collection of Ocean Pearl buttons in this country and the prices are very attractive.
Schwanda
for BUTTONS
B. Schwanda & Sons, 79 Madison Ave., N.Y.

Ad[redacted]Button Styles
created by
MERMAID
Notion and Novelty Review June 1936
DISTINCTIVE PATTERNS
IN ALL THE RICH AUTUMN HUES—
OF BAKELITE, CATALIN AND GALALITH
Jobbers and Dealers everywhere look to MERMAID Buttons for advance fashion designs, distinctive coloring, and choice selections including the beautiful MERMAID Fresh Water Pearls. Select these outstanding Button Styles from your MERMAID Jobber. Large factory stocks permit MERMAID Jobbers to give dependable service on quick shipments.
Pg. 9

Sell a **STEADY** *Market with the exclusive* **"MODESTY PANEL"** ®

(patented)



Not a Rubber Apron

MODESTY PANEL is shadow-proof and moisture-proof. Its lightweight, flexible boning prevents clinging, prevents wrinkling and that sticky summer feeling.

That's why thousands of satisfied customers return again and again—and send their friends, too.

Launders easily and quickly—and so reasonably priced no woman can afford to be without several.

POPLIN: White or peach

No. 2001 (medium size) **$7.20** per doz.
No. 2002 (large size) **$9.00** per doz.

FAILLE TAFFETA: White, Peach, Lavender, Green or Maize

No. 2003 (medium size) **$12.00** per doz.
No. 2004 (large size) **$15.00** per doz.

Individually sealed in modern cellophane packing.

MANUFACTURED EXCLUSIVELY BY

Glida MODESTY PANEL

GLIDA CORPORATION OF AMERICA
20 West 22nd Street, New York, N. Y.

There's Always
A 'GOOD' REASON
For Popularity

And with M. Herzog Hair Nets there are three distinct "good" reasons! They're GOOD nets . . . the products of a GOOD maker . . . and they've earned GOOD will over a 33 year period of sincere quality giving.

The New Patented

Duratex

VISIBLY PACKED UNDER CELLOPHANE AND SEALED

The clever packaging is making sales records wherever Duratex is on display.

UNICUM Reg. U.S. Pat. Off. *Real Human* HAIR NETS

One of the standard hair nets of the world. Recognized superlatively fine quality. Available in a complete range of wanted colors.

The World's Best Net

Duro Belle

KNOWN TO WOMEN EVERYWHERE

The well known net with a quality following amongst millions of women.

M. HERZOG CO.

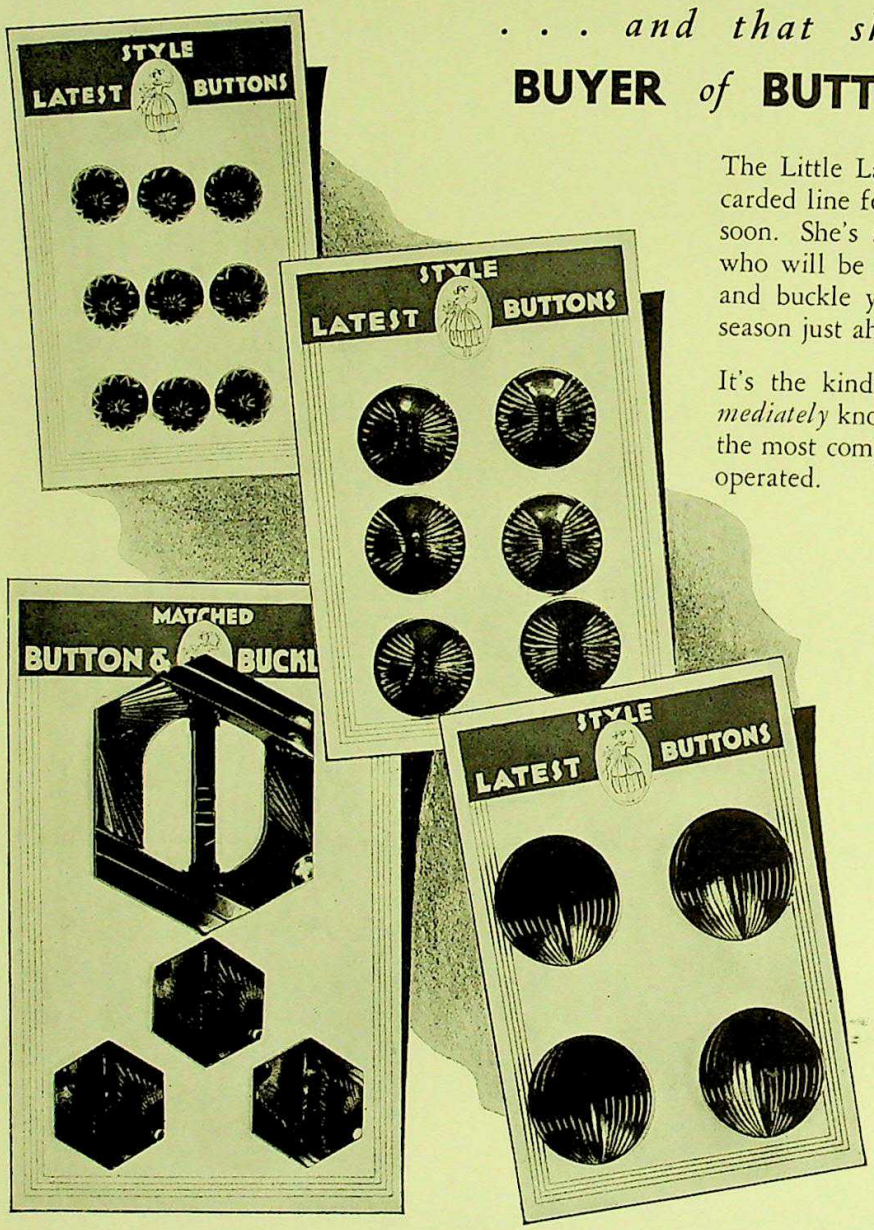
260 Fourth Avenue, New York — 535 So. Franklin Street, Chicago, Illinois

Notions + Novelty Review
July 1936
P. 15

The Crinoline Debutante is making Her FALL Debut

. . . and that should interest every

BUYER *of* **BUTTONS** *and* **BUCKLES**



The Little Lady whose features have graced our carded line for 42 years is coming to see you real soon. She's sponsored by a host of wholesalers who will be prepared with every type of button and buckle you'll be likely to need during the season just ahead.

It's the kind of showing you look at and *immediately* know it has all the individual items for the most complete button department you've ever operated.

WHOLESALERS!

This trade-mark is recognized by notion buyers, everywhere, as a sign of good buttons. Here is profitable business easily gained. Ask us for complete details.

LIDZ BROTHERS, INC.

248 WEST 36th STREET NEW YORK, N. Y.

LOS ANGELES—821 Santee Street

CHICAGO—300 W. Adams Street

AVE-GARDS ARE "RIGHT IN THE SWI

The style trend in bathing suits is toward the irreducible minimum . . . light, racy, colorful affairs that make the wild waves wilder!! Directly in keeping with that trend is WAVE-GARD, the new Play-Tex Bathing Cap. In size and weight, it's comparable to a bubble! Made of genuine liquid latex. Easy to put on . . . stretches nine times its size. Tissue-thin . . . yet comfortably snug and water-tight. Drapes in a dozen flattering styles. Neatly wrapped in cellophane, no bigger than a walnut. 7 sparkling-bright colors . . . green, yellow, white, black, blue, red and dusty pink. Sells at 50c retail . . . and sells and sells! Generous mark-up.

FREE: Bright, attractive, eye-catching display cabinets for use on counters. No stock shrinkage losses whatsoever. The cellophane wrapping prevents soiling losses. And genuine liquid latex eliminates deterioration losses.

est & Co.

Fifth Avenue at 35th Street

Mamaroneck East Orange Brookline Ardmore

s The Play-Tex Cap
t will go to Your Head!

thin as tissue, WAVE-GARD

B. ALTMAN & C

the wave

new

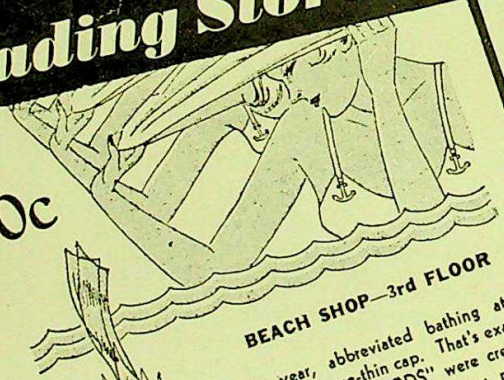
Here's How Leading Stores Are Promoting WAVE-GARD

50

actual size in cellophane package

featuring everything you look for in a cap and seldom find: tissue-thin, but effective; snug but not binding; light as a bubble and therefore cool; drapes like a turban if you on't like a straight edge; comes in 7 flattering shades; red, yellow, green, blue, black, white; rolls up to e size of a radish and looks y... ttle cellophane p...

50c

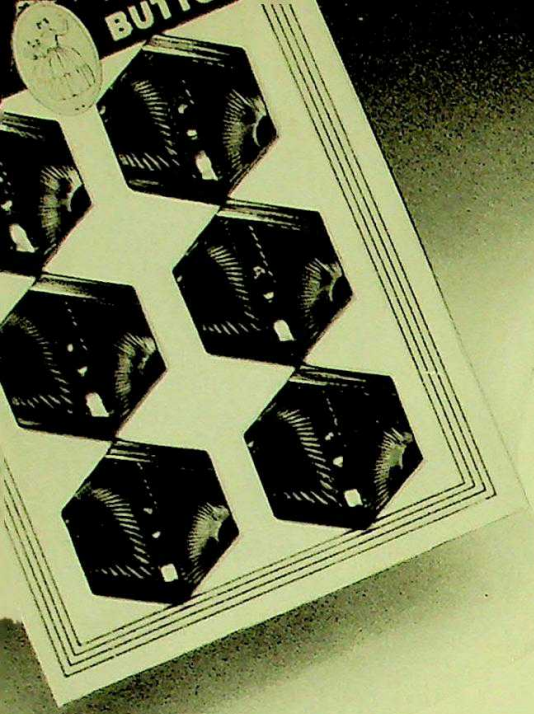


BEACH SHOP—3rd FLOOR

This year, abbreviated bathing attire dictates a tissue-thin cap. That's exactly why "WAVE-GARDS" were created. Made of Play-Tex, that new miracle material, these swanky beach caps are light as a bubble and just as beautiful! They are designed to be draped in many flattering styles to suit the wearer's mood and taste. A patented feather edge gives streamlined comfort and assures a snug, water-tight fit without danger of binding. Incidentally "WAVE-GARDS" make ideal shower caps. Available in white, pink, red, yellow, green, blue and black.

UNBELIEVABLE BUT TRUE: this is the actual size of a WAVE-GARD package cellophane!

INTERNATIONAL LATEX CORP'N.



XD2/447

MRS. X is your BEST BUTTON CUSTOMER!

Funny thing about Mrs. X—she'll march up to your button counter and insist on just one certain style button. Fail her on that one purchase and it's just too bad —fill her want and she'll continue her march to counter after counter in your store with a goodly share of purchases at each.

There are lots of Mrs. X's in your town whom you simply have to provide for. The easy way for the button, buckle and ornament department to do this is to buy through wholesalers those buttons distinguished with the mark of the Crinoline Debutante—a 42 year old sign of what's correct in BUTTONS.

WHOLESALERS! More and more retailers are buying buttons because of this trade-mark. You can sell more buttons easier, if you stock the "new season" line—Write us for details.

LIDZ BROTHERS, INC

248 WEST 36th STREET NEW YORK, N. Y.

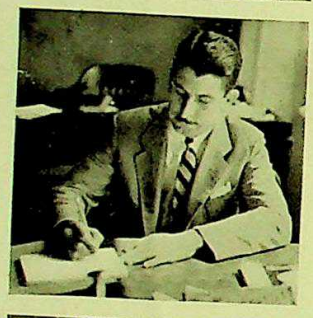
LOS ANGELES—821 Santee Street CHICAGO—300 W. Adams St

all buyers of your

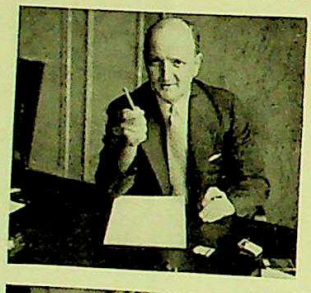
to the NOTION & NOVELTY

WILL YOUR LINE

DEPARTMENT STORE BUYER



CHAIN STORE BUYER



WHOLESALE BUYER

RESIDENT BUYER

Daily, throughout the country, notion buyers seek sources of supply on items of every conceivable nature. To aid them in this task, we will publish in November 1936 a Directory Issue which will give to them at their finger tips the name and address of every manufacturer and distributor of the hundreds and hundreds of items stocked in the modern notion department. These hundreds of items are broken down to the following main section:

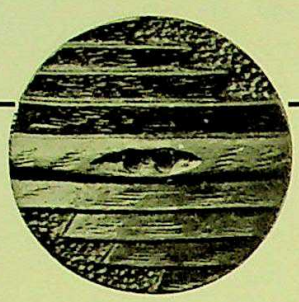
a. Sewing Accessories
b. Buttons and Buckles
c. Closet Accessories
d. Sanitary Goods
e. Dress Shields
f. Hair Goods
g. Cutlery
h. Bathing Supplies
i. Girdles and Elastic products
j. Shoe Findings
k. Moth Preventatives
l. Novelties
m. Miscellaneous

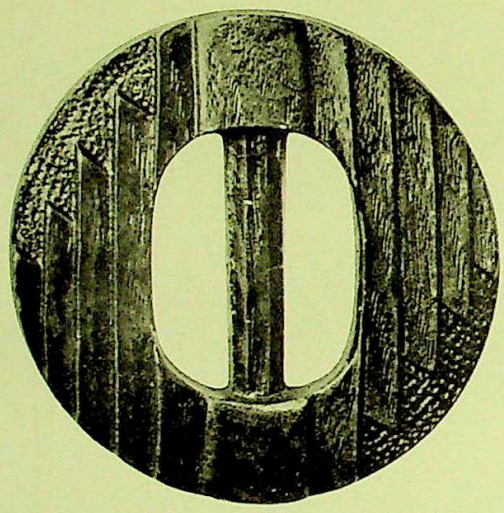
If you manufacture any of the above mentioned merchandise, or, in fact, any item which can be sold in the notion department, be sure to fill out the questionnaire already sent to you. If for any reason you have not received this questionnaire, write for an additional copy at once. LISTINGS ARE FREE.

THE NOTION & NOVELTY
1170 BROADWAY

YOU'LL ALWAYS FIND AN APPROPRIATE USE FOR

BURWOOD





SEE THE NEW DESIGNS IN CARVED BURWOOD BUTTONS—SLIDES—BROOCHES

Whatever the style trend, whatever the season, you'll always find that the fine wood texture and rich quality character of carved Burwood Buttons, Slides, and Brooches make them a universal and perennial favorite. Burwood's designing staff is constantly alert to add the latest style note to the natural sales-making values of Burwood creations.

ASK YOUR JOBBER FOR ILLUSTRATED BROCHURE, OR WRITE

BURWOOD

PRODUCTS COMPANY
TRAVERSE CITY — MICHIGAN

Visit our interesting Display of a Vast Selection of Promotional items for early Fall—

Novelty Powder Puff Creations, Sewing Kits and Cabinets, Shoe Mittens, Knitted Sleepers, Tourist Kits, Closet Ensembles.

Hand Made Trapunto Handkerchief Cases

Lingerie, Hosiery, Vanity Cases and Sewing Kits

Girdles and Petal Pillows
Knitting Bags
Novelty Brushes
Notion Novelties
Whatnots
Bottle Cases, Etc.
Make-up Boxes
Bath Salt Novelties
Gift Novelties
Rabbit Skin Animals,
Kiddie Muff and Scarf Sets

BRAUDE & BRAUDE

Manufacturers Representatives

307 Fifth Ave. New York

COMPTON PERFECTION Quality SHEARS and SCISSORS are easiest to sell!

COMPTON PERFECTION Brand Quality Shears and Scissors sell faster because the PERFECTION improvement is so practical that it sells itself.

The COMPTON interesting instructions quickly make experts of your clerks in this particular specialty.

We show them how to sell COMPTON branded products at a good profit and quick turnover.

OUR PROMOTIONAL DEPARTMENT IS AT YOUR SERVICE.

THE W. H. COMPTON SHEAR CO.
NEWARK, NEW JERSEY, U.S.A.

Increase Your Yule-Tide Sales With Compton Holiday Sets, Reasonably Priced.

ised in

VOGUE
HARPER'S BAZAAR
GOOD HOUSEKEEPING
McCALL'S

We're showing the public these much-admired Gift Sets and telling your customers about them in advertisements running in the 4 leading Women's Magazines. Cash in on this demand. Stock them. Display them prominently. Thousands of men and women are looking for just such a stylish and practical gift. Write for Catalog just off the press showing entire line of WISS GIFT SETS and full details of our Sales Helps and Merchandising Plan.

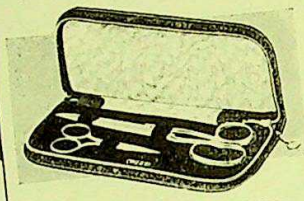
WISS *Gift* SCISSOR SETS

Made in Newark since 1848, by the makers of the famous Pinking Shears, retailing for $4.95; and Kitchen Shears, retailing for $1.00. (Slightly higher in Canada).

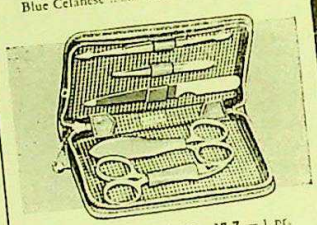
J. WISS & SONS COMPANY
NEWARK, N. J.

Make YOURS a *Lifetime* Christmas Gift

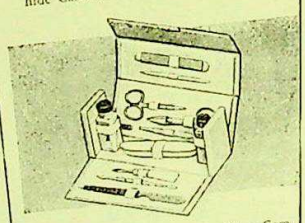
The latest thing in Manicure Kits and Sewing Sets! Colorful, cleverly designed Cases of genuine leather or beautiful moire Celanese — fitted with the finest of WISS Shears and Scissors, world-famous for their smooth cutting action and lasting durability. These and other WISS Gift Sets from $1.25 to $10 at your cutlery counter. Or sent prepaid on receipt of price *only if your dealer doesn't carry them.*
J. WISS & SONS Co., Dept. 612, Newark, N. J.



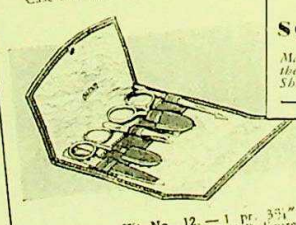
Sewing Set No. 2-Z.—1 pr. 7" Scissors and 1 pr. 3½" Embroidery Scissors chromium plated or with gold plated handles in smart zipper Case. Black, Brown or Green Leather or Blue Celanese ..... $4.95.



Man's Manicure Kit No. 17-Z.—1 pr. 3¾" Manicure Scissors, 1 pr. 3½" Pedicure Scissors, File, Tweezers and Pusher in Russet, Tan or Black genuine Cowhide Case ..... $4.95.



Ladies' Manicure Set No. 14.—Complete in every detail. Implements include Scissors, File, Tweezers, Pusher, Buffer, Orange Wood Stick, Emery Boards, and Nail Polish and Remover Bottles. Lovely Green or Tan Leather Case with pastel lining $8.95



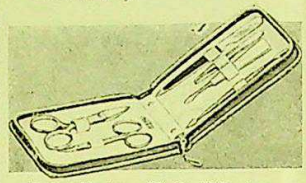
Manicure Kit No. 12.—1 pr. 3½" Manicure Scissors, 1 pr. 3½" Pedicure Scissors, Pusher, Tweezers and File. All except File, Gold Plated. Very flat case of fine pin-grain leather. Red, Green or Black ..... $4.95.

WISS
SCISSOR GIFT SETS

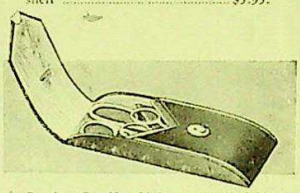
Made in Newark since 1848, by the makers of the famous Pinking Shears, $4.95; and Kitchen Shears, $1.00. (Slightly higher in Canada).

Make YOURS a *Lifetime* Christmas Gift

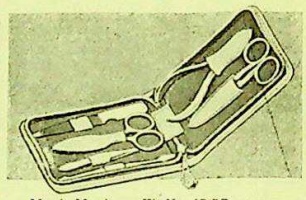
The latest thing in Manicure Kits and Sewing Sets! Colorful, cleverly designed Cases of genuine leather or beautiful moire Celanese — fitted with the finest of WISS Shears and Scissors, world-famous for their smooth cutting action and lasting durability. These and other WISS Gift Sets from $1.25 to $10 at your cutlery counter. Or sent prepaid on receipt of price *only if your dealer doesn't carry them.*
J. WISS & SONS Co., Dept. 512, Newark, N. J.



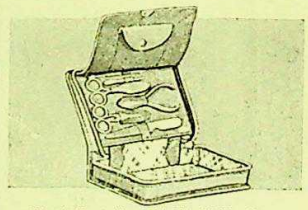
Ladies Manicure Kit No. 12-Z.—1 pr. 3½" Professional Manicure Scissors, 1 pr. 3½" Pedicure Scissors, Pusher, Tweezers (all gold plated); File and Cuticle Knife. In Moire Celanese Zipper Case — Burgundy, Black, Rust or Eggshell ..... $5.95.



Sewing Set No. 22-D.—1 pr. 6" Scissors, 1 pr. 3½" Embroidery Scissors chromium or with gold plated handles. Smart new "streamlined" case of fine calfskin in Black, Green or Mahogany ..... $5.95.



Man's Manicure Kit No. 17-BZ.—1 pr. 3¾" Manicure Scissors, 1 pr. 3½" Pedicure Scissors, 1 pr. 4" Nippers, File, Tweezers and Pusher in handsome Genuine Pigskin Case, Cocoa or Red suede lining $6.50



Man's Traveling Kit No. 10-Z.—Contains complete set of Manicure and Pedicure Tools in suede lined compartments in cover. Bottom of case is lined with oiled silk for shaving and other toilet articles. Genuine cowhide. Tan, Russet, or Black. 8½" x 5" x 2" ..... $10.00.

WISS
SCISSOR GIFT SETS

Made in Newark since 1848, by the makers of the famous Pinking Shears, $4.95; and Kitchen Shears, $1.00. (Slightly higher in Canada).

4.200

XD2-409

457,005 COMPLETE SPECIFICATION 1 SH

[This Drawing is a reproduction of the Original on a reduced scale.]

Fig. 1.

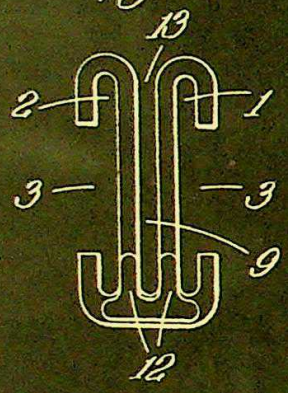


Fig. 3.

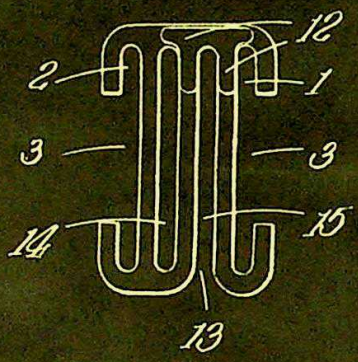


Fig. 2.

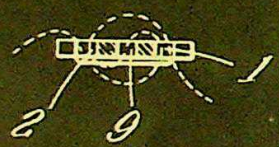
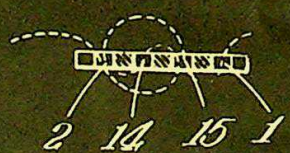


Fig. 4.



Malby & Sons, Photo-Lit

24
200 2

EXAMINER'S COPY
Div. 5

PATENT SPECIFICATION

Application Date: May 16, 1935. No. 5214/36.

(Divided out of No. 446,095).

Complete Specification Accepted: Nov. 16, 1936.

457,005

COMPLETE SPECIFICATION

Improvements in or relating to Slides or Buckles

I, JOHN PETER BOIARDI, of 43, Seymour Street, London, W.1, an Italian subject, do hereby declare the nature of this invention and in what manner the same is to be performed, to be particularly described and ascertained in and by the following statement:—

This invention relates to slides or buckles for strap members, such for example as the back straps of trousers, shoulder straps of vests, brassieres or slips, and the object of the invention is to provide a simple and efficient slide which can be readily used for adjusting the length of a strap member, and/or for retaining strap members and particularly garment shoulder straps of garments worn together in superposed relation.

It has heretofore been proposed to construct a buckle or slide having at each end thereof a transverse end slot with which a longitudinal opening in the transverse extremities of the buckle communicates, one or more transverse slots being provided intermediate the transverse end slots.

According to this invention, there is provided a slide or buckle comprising a plate formed adjacent each end thereof with a transverse end slot and an intermediate slot intermediate the transverse end slots characterised in that the intermediate transverse slot is formed with one open end.

Two transverse intermediate slots may be provided, one of which is provided with one open end.

Each of the transverse end slots may communicate with a longitudinal opening formed through the contiguous transverse extremity of the plate.

The intermediate slot having one open end may be provided with a pressed up reinforcing portion round its closed end, to minimise the possibility of the slot splaying open when the slide is under tension.

Embodiments of the invention are illustrated in the accompanying drawings, wherein:—

Figs. 1 and 2 are plan and sectional views respectively of one form of the slide, and

Figs. 3 and 4 are plan and sectional views respectively of a modified form.

In the construction shown in Figs. 1 and 2, the slide is provided with transverse end slots 1, 2 and a transverse intermediate slot 9, the latter slot being formed with one open end 13. The transverse end slots 1, 2 each communicate with a longitudinal opening 3 formed through the contiguous transverse extremity of the slide.

To minimise the possibility of the open ended slot 9 splaying open when the slide is under tension, the slide is preferably provided with a pressed up reinforcing portion 12 of substantially **L** or **U** like form along the side remote from the open end of the said slot, the pressed up portion extending up one or both transverse edges of the said slot 9.

A convenient method of threading a strap through the slide is indicated in dotted lines in Fig. 2.

In a modification of the slide shown in Figs. 3 and 4, the slide is provided with transverse end slots 1, 2 and two transverse intermediate slots 14, 15, the latter slot 15 being formed with one open end 13.

The dotted line in Fig. 4 indicates a convenient method of threading a strap through the slide.

The slide, as in the construction shown in Fig. 1 is preferably provided with a pressed up reinforcing portion 12 to minimise the possibility of the open ended slot splaying open when the slide is under tension.

The open end of the transverse intermediate slot facilitates the fitting of the slide on the strap, as the strap can be passed edgewise into the said slot through the open end thereof.

In employing a slide constructed according to this invention for positioning in superposed aligned relation a plurality of straps, such for example as the shoulder straps of two or more garments worn at the same time, the slide is positioned at a convenient point along the length of the undermost strap by locating the strap in the transverse end slots,

[Price 1/-]

conveniently by threading the strap edgewise through the open ended transverse intermediate slot and the longitudinal openings in the end extremities of the slide, the remaining strap or straps being then similarly threaded edgewise into the slide.

When it is desired to adjust the length of a strap to which a slide has been fitted, the strap is doubled back on itself from one end of the slide and along the length of the slide and threaded through the transverse end slot at the other end. This procedure can be repeated either with the length of strap extending from one end of the slide or with each of the two lengths extending from both ends.

Having now particularly described and ascertained the nature of my said invention and in what manner the same is to be performed, I declare that what I claim is:—

1. A buckle or slide, comprising a plate formed adjacent each end thereof with a transverse end slot and an intermediate slot intermediate the transverse end slots characterised in that the intermediate transverse slot is formed with one open end.

2. A buckle or slide, according to claim 1, which is provided with two transverse intermediate slots, one of which is provided with one open end.

3. A buckle or slide, according to claim 1, or 2, in which the transverse intermediate slot having one open end is provided with a pressed up reinforcing portion round its closed end to minimise the possibility of the slot splaying open when the slide is under tension.

4. A buckle or slide, according to claim 1, 2 or 3, in which each transverse end slot communicates with a longitudinal opening formed through the contiguous transverse extremity of the plate.

5. A buckle or slide constructed substantially as described with reference to Figs. 1 and 2 of the accompanying drawings.

6. A buckle or slide constructed substantially as described with reference to Figs. 3 and 4 of the accompanying drawings.

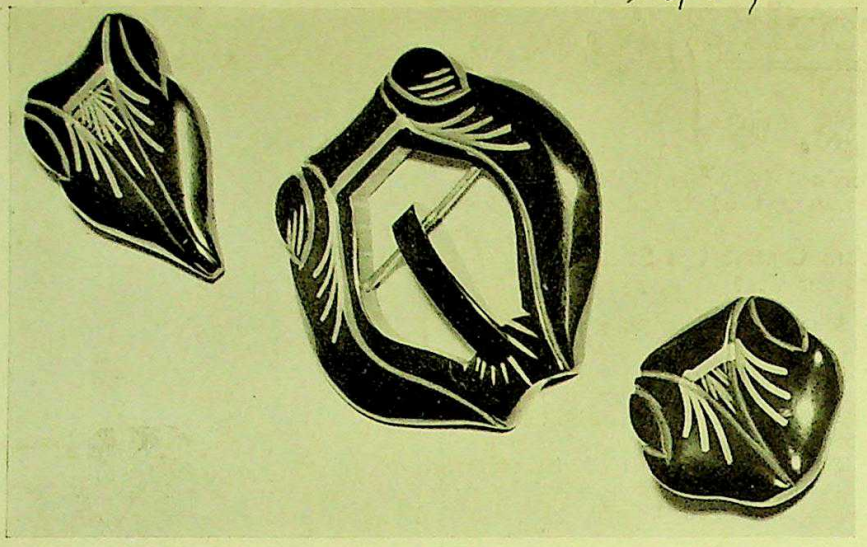
Dated the 16th May, 1935.

REGINALD W. BARKER & CO.,
Applicant's Agents,
56, Ludgate Hill, London, E.C.4.

Reference has been directed, in pursuance of Section 7, sub-section (4), of the Patents and Designs Acts 1907 to 1932, to specifications Nos. 336,391, 6238 of 1915, and 171 of 1901, and in pursuance of sub-section (5), to U.S.A. specifications Nos. 1,860,170, and 1,853,889.

Leamington Spa: Printed for His Majesty's Stationery Office, by the Courier Press.—1936.

XD 2/427



In the navy blue catalin buckle, button, and dress clip shown above, the smart spray design is carried out with the new silver metal inlay. The spray lines have been jigsawed all the way through the plastic material, so that the inlay is securely fastened on the other side.

New Inlay for Buttons and Buckles

By Bissell Brooke

● From nuts to glass, every possible material has seemingly been used in the manufacture of buttons and buckles. In this year of great button importance, modern science has again stepped out in front to produce another material—a new metal inlay for plastics.

The inlay, for the first time, has the metal actually embedded in catalin buttons, buckles, and dress ornaments. It offers not only a new substance, but opens an entirely new vista of design for trick motifs adaptable to every type of costume from sports wear to evening clothes.

Perfected on a productive basis after three years of detailed experimentation by the Birnbaum Novelty Company, the first inlay designs are now being shown to jobbers for introduction in the Palm Beach and early Spring collections.

Unique in the history of catalin fabrication, this form of metal application combines the two substances into a smooth, fitted whole. Until now, metal was wound around the plastic, fitted into grooves, or screwed on the material, with the obvious disadvantages of loosening, slipping out of the groove, or becoming unscrewed. The new inlay is poured in a molten form into channels, cut in the catalin, and allowed to harden securely in the substance. Besides this, pouring the metal offers greater variety of design and manipulation. Any figure that can be carved in the plastic may now be executed in metal.

The original inlay work of this type was discovered in Europe. It never progressed beyond the stage of hand work, however, which made the price prohibitive for manufacture on a productive basis. Foreign samples were studied and tests were made to find a metal suitable for machine production.

Most metals, particularly white metal, proved wholly impractical due to the high temperature at which it had to be poured. The intense heat charred the cast resin and destroyed items that did not take the "pour" perfectly.

The metal finally adopted is one that can be poured at an almost lukewarm temperature, having no unsatisfactory effect upon the plastic. Hence, if the metal does not go into the channels successfully, the catalin can be dipped in a special solution which removes the metal without injuring the catalin. The pouring may then be repeated on the same piece.

The process itself is a simple one. Taking a leaf pin with silver veins for example: the catalin is carved in the desired shape, and the veins cut in slender grooves. While the catalin is still in its rough state, the molten metal is poured into the vein channels, smoothed off, and allowed to harden. The buckle is then rolled and polished, giving a high lustre to both plastic and metal, and producing a perfectly finished surface.

Three methods of inlay are used. In the first, grooves are cut on the surface of the catalin, a sixteenth of an inch in depth. The metal is poured, and the surface polished and smoothed. On a bow shaped buckle, straight silver lines of varying lengths are shot out at angles, forming a smart futuristic design. In this process, while the metal is secure, it is not actually anchored to the material.

In the second method, holes are bored through the material at certain points in the design. This definitely fastens the metal to the material, making the application permanent. A good example of this is a jade green button and buckle ensemble, inlayed with a flower design. The small, metal-filled holes are placed to resemble buds.

The third method is to jigsaw the entire design through the catalin thickness, and fill in the space with molten metal. A group of black buttons, one and a half inches in diameter, have the metal inlayed in a jigsawed circular design, starting in the center, and winding around to the edges, in a smartly severe effect. The two latter methods of inlay are absolutely unremovable.

The possibilities for this process of metal inlay are limitless in the field of design. The pattern may be either carried out with the metal itself, or the metal may be used to outline figures in the catalin in an unusual silhouette arrangement.

This type of inlay need not be necessarily confined to the fabrication of accessories. Countless different and practical designs suggest themselves for smoking accessories, interior plastic applications, furniture decorations, such as table tops, lamps, and handles, as well as desk and dresser sets. Individual and unique, this form of metal inlay is a development well worth watching.

RETURN TO
DESIGN DIV.

And Needlework . . .

Knit Measure

A new knit measure to retail for 10 cents shows how many knitting stitches or knitted rows there are for all measurements up to 60" according to the "gauge" of one's own knitting. There are four different measurements showing four different gauges each. The measurements are: 4, showing gauges to 5½, 6, showing gauges to 7½, 8, showing gauges to 9½, and 10, showing gauges to 12. Made by Naomi Cleaves, New York.

Christmas Buying at Gimbel's Art Department

The art needlework section at Gimbel Bros. in Philadelphia began early to feel the impetus of a big buying season for the Christmas holidays. Not only the gift section but all the divisions of handwork showed increases, proving that there will be many gifts this year made personally in hand needlework of all kinds by their donors.

The Coronation Needlepoint contest and the children's knitting classes are still being promoted by this section. Special promotions of stamped goods have also been successful, especially on the new types of bedspreads.

Cuddly Doll Parade at Crosby's Art Needlework

With the "calico cat" in the lead, one of the three little pigs next, and plenty of well-stuffed followers, the cuddly dolls at Crosby's art needlework department staged a parade.

According to Miss Nona Atkinson, buyer, there is a real swing to handmade toys, and she assembled these finished models two months and a half before Christmas trees blink, so that mothers and aunts will have time to get the handwork completed and the stuffing done.

To make the advertising more effective, Miss Atkinson had actual pen drawings made of the character dollies and novelty toys, from which mats could be prepared.

Grown-ups who happened into the department on the days of the "parade," were as delighted as the children were. Part of the stamped toys sold were destined for use as bridge favors, to breeze up boudoirs and corners of dens.

Yarn Contest Ups Sales 45 Per Cent

A ten minute knitting contest, kept the department and customers in stitches, and brought a 45 per cent increase in sales, during a recent two days' "women's day," promotion at the Joslin's Dry Goods Company, Denver, Colorado.

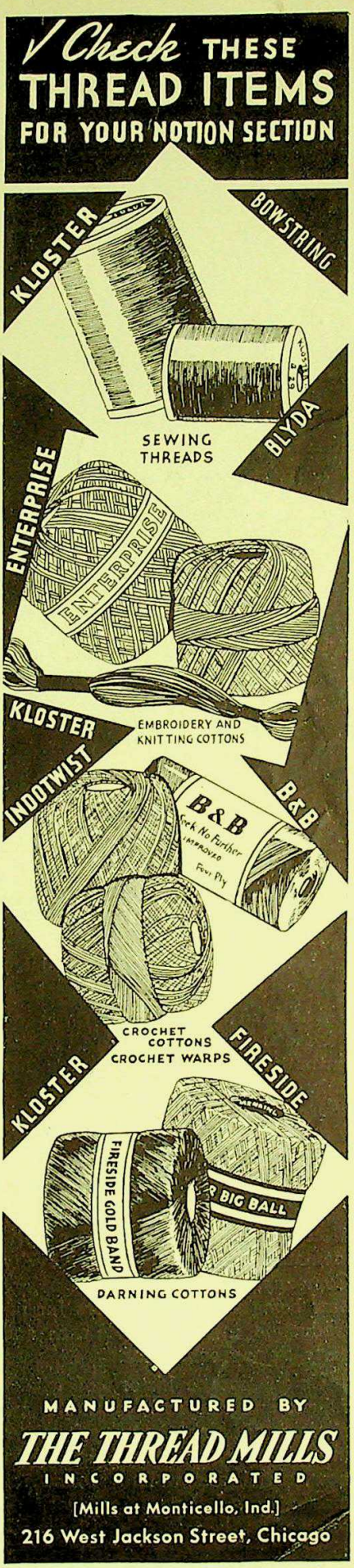
The rules and prize of the contest were thought up and arranged by the buyer, Mrs. E. Eitel.

"The main idea," she said, "was not to have the contest too long or complicated, and to create a desire on the part of the customers to participate in the event."

The contest was held for two days between the hours of nine and ten in the morning. The time limit was arranged in ten minute periods, of knitting. Each contestant was supplied with No. 4 needles and sufficient yarn for the work. The problem was to knit a swatch of fifteen stitches, knit one purl one stitch was used. The entries were judged on accuracy and speed. The prize was a sufficient amount of velveen yarn for a two-piece dress.

"Not only," said Mrs. Eitel, "were the active contestants buying minded, but it attracted other customers who became interested in watching and stayed to purchase.

Two new American Thread Company numbers — child's knitted dress and crocheted dog. The dress is made of "Dawn" Saxony yarn and the dog of "Clover Leaf" or "Dawn" Germantown wool.



RETURN TO DESIGN DIV.

XD2-418

521,938 COMPLETE SPECIFICATION 1 SHEET

[This Drawing is a reproduction of the Original on a reduced scale.]

Fig. 1

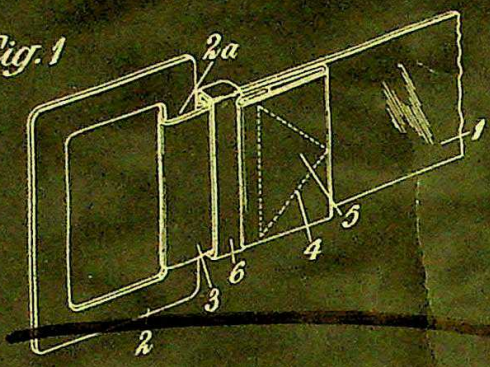


Fig. 2

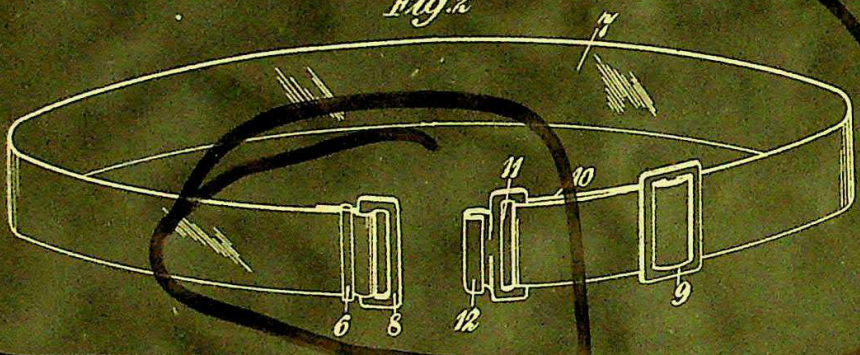


Fig. 3

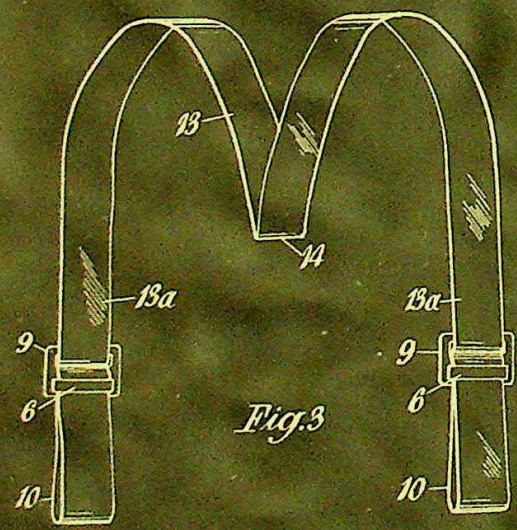
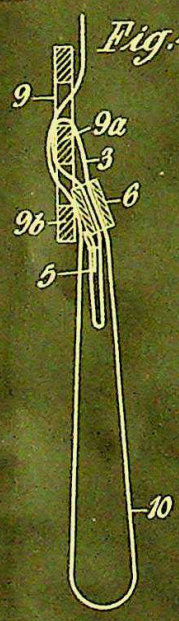


Fig. 4



Malby & Sons, Photo-Litho.

PATENT SPECIFICATION

521,938

Application Date: Aug. 14, 1939. No. 23431/39.

Complete Specification Accepted: June 4, 1940.

COMPLETE SPECIFICATION

Improvements in or relating to Straps, Belts, Braces and the like

I, JOHN HERBERT WALKER, a British Subject, Piano Tuner, of Whitehead's Lane, Charters Towers, North Queensland, Australia, do hereby declare the nature of this invention and in what manner the same is to be performed, to be particularly described and ascertained in and by the following statement:—

The invention relates to straps, belts, braces and the like. In such devices, the strip constituting the main portion of the article to which one or more buckles or other fittings are secured, often in time becomes worn or soiled and unfit for further services, whilst the buckles or like fittings are still utilisable. For example, the strip wears thin and loses its strength, or, in the case of belts and braces for use in connection with articles of wearing apparel, especially in hot countries, the strip becomes soiled due to the effects of perspiration and it is consequently advisable to be able to replace it by a clean strip. Further, when it is desired to clean the buckles or other fittings, there is always the risk that the strip of material will be soiled by the cleaning substance employed.

The main object of the invention is to provide a device, such as a strap, belt or the main portion of a pair of braces, wherein the buckles or other fittings are connected to the strip in such a manner that they are readily releasable manually when it is desired to separate the strip from the buckle or other fitting.

According to the invention, such a device comprises a flexible strip, at least one of the ends of which extends through the opening of a buckle, ring, eye or like fitting having an opening in it, is turned back upon itself so as to form a loop embracing a portion of the fitting at one side of the said opening therein and as regards the turned-back portion, is doubled over upon itself, with the folds secured (preferably sewn) to one another, so as to form a stop behind which a band having the shape of a flattened ring and embracing both the portion of the strip leading to the fitting and also the turned-back portion thereof, is normally held between the doubled-over portion of the strip and the said portion of the fitting that is embraced by the loop, the size of the aperture in the band being sufficient to permit the doubled-over portion to be worked through the aperture by hand and the arrangement being such that by the spring of the strip, the edge of the band adjacent the doubled-over portion is normally maintained in intercepting position in relation thereto, while when disconnection of the parts is required, it is possible by pulling the band and the doubled-over portion slightly apart, to manipulate the said portion into the band and thereby enable it to be withdrawn therethrough.

In some cases, the fitting on the strip may be a buckle which, besides being connected to the end of the strip, is slidable therealong so as to adjust the effective length of the strip, the buckle being retainable in its adjusted position along the strip, with consequent retention of the effective length of the strip as adjusted, due to the fact that a portion of the strip is frictionally gripped between the band and the buckle. In such a construction the surface of the band which coacts with the buckle to grip the said portion of the strip may if necessary be roughened in order to increase the grip, for example by the provision in the band of a series of ridges or grooves extending longitudinally thereof.

The buckle or other fitting and the band or, if more than one fitting and associated band is provided in the device, each fitting and the associated band, are preferably composed of material which is not attacked by perspiration, such as celluloid, vulcanite, plastic material and stainless steel.

The invention is particularly applicable to braces, in which case, the main portion of the braces comprises a flexible strip having a buckle connected to each end thereof in accordance with the invention.

In order that the invention may be more readily understood and practised, some embodiments thereof will now be described with reference to the

accompanying drawing, in which:—

Figure 1 illustrates a perspective view of one end of a strip connected to a ring;

Figure 2 illustrates a perspective view of a belt or strap;

Figure 3 illustrates a rear perspective view of the main portion only of a pair of braces having adjustable buckles connected thereto in accordance with the invention; and

Figure 4 illustrates a cross-section through an adjustable buckle of the type employed in the devices illustrated in Figures 2 and 3.

In Figure 1, a device is illustrated comprising a strip 1 which is connected to a ring 2. For that purpose, the end of the strip 1 extends through the ring 2 and is turned back upon itself so as to form a loop 3 embracing a portion 2*a* of the ring. The turned-back end of the strip 1 is doubled over upon itself several times, and the folds of the doubled-over parts are secured together but not to the portion of the strip behind, by three rows of stitching 4, arranged in triangular form. In this way, a doubled-over portion 5 is formed. Between the edge of this doubled-over portion which is adjacent the ring 2 and the portion 2*a* of the ring, is a space which is occupied by a flattened-ring shaped band 6, the width of the aperture in which is sufficient to enable the doubled-over portion 5 of the strip to be readily worked through it by hand. The proportions of the parts are furthermore such that owing to the spring of the loop 3, the edge of the band 6 that is towards the doubled-over portion of the strip is normally pressed under the adjacent edge of the doubled-over portion. In this way, the band is securely locked in position and in conjunction with the doubled-over portion of the strip serves to preserve the loop 3 in formation and thereby the connection between the strip and the ring 2. When it is desired to disengage the strip 1 from the ring 2, the doubled-over portion 5 and the band 6 are drawn slightly apart, after which the doubled-over portion 5 is worked by hand through the band 6. The strip 1, the ring 2 and the band 6 can now be separated from one another.

According to the form of the invention illustrated in Figure 2, a belt or strap is formed from a strip 7, one end of which is connected to an eyelet 8 and the other end of which is connected in the manner characteristic of the invention to the middle bar of an adjustable buckle 9. As illustrated more clearly in Figure 4, one end of the strip is connected to the middle bar 9*a* of the adjustable buckle 9, in the manner described with reference to Figure 1, by the use of a band 6 and a doubled-over portion 5. The adjustable buckle 9 is threaded on the main length of the strip 7, whereby a loop 10 is formed which extends through a slot 11 in the hook 12 of the belt or strap. The effective length of the belt or strap is altered by gripping the adjustable buckle 9 and pulling it both outwardly and along the strip 7. When the belt or strap is in use and consequently under tension, a portion of the main length of the strip 7 is securely gripped between the band 6 and the lower bar 9*b* of the adjustable buckle 9, as illustrated in Figure 4, whereby the belt or strap is retained in the adjusted position. In order to ensure that the strip 7 is gripped more firmly between the band 6 and the lower bar 9*b*, the surface of the band 6 pressing the strip 7 against the lower bar 9*b* is preferably roughened, for example, by the formation thereon of a series of ridges and grooves extending longitudinally of the band.

A device in accordance with the invention is particularly advantageous for use as the main portion of braces. A rear view of the main portion of braces is illustrated in Figure 3 in the position thereof when being worn. Each end 13*a* of the flexible strip 13 arranged to extend down the front portion of the body is threaded through an adjustable buckle 9 and is then connected to the middle bar thereof in the manner described with reference to Figures 2 and 4. The loops 10 thus formed are arranged to be connected in any suitable manner to brace tabs, whilst the loop 14 formed in the strip 13 at the back of the wearer is also arranged to be connected to brace tabs, for example, by the use of an intermediate ring. The braces may be adjusted by gripping a buckle 9 and moving it in an arcuate path, the concave side of which faces the body, along the strip.

The buckles or other fittings 2, 8, 9 and 12 and the bands 6 are advantageously composed, when the device is used in connection with an article of wearing apparel, of material which is not attacked by perspiration, such as celluloid, vulcanite, plastic material or stainless steel.

Having now particularly described and ascertained the nature of my said invention and in what manner the same is to be performed, I declare that what I claim is:—

1. A strap, belt, pair of braces or like device or, in the case of a pair of braces, the main portion thereof, comprising a flexible strip, at least one of the ends of

which extends through the opening of a buckle, ring, eye or like fitting having an opening in it, is turned back upon itself so as to form a loop embracing a portion of the fitting at one side of the said opening therein and as regards the turned-back portion, is doubled-over upon itself, with the folds secured (preferably sewn) to one another, so as to form a stop behind which a band having the shape of a flattened ring and embracing both the portion of the strip leading to the fitting and also the turned-back portion thereof, is normally held between the doubled-over portion of the strip and the said portion of the fitting that is embraced by the loop, the size of the aperture in the band being sufficient to permit the doubled-over portion to be worked through the aperture by hand and the arrangement being such that by the spring of the strip, the edge of the band adjacent the doubled-over portion is normally maintained in intercepting position in relation thereto, while when disconnection of the parts is required, it is possible by pulling the band and the doubled-over portion slightly apart, to manipulate the said portion into the band and thereby enable it to be withdrawn therethrough.

2. A device as claimed in Claim 1, wherein the fitting on the strip is a buckle which, besides being connected to the end of the strip, is slidable therealong so as to adjust the effective length of the strip, the buckle being retainable in its adjusted position due to the fact that a portion of the strip is frictionally gripped between the band and the buckle.

3. A device as claimed in Claim 2, wherein the surface of the band which presses the strip against the buckle is roughened, for example, by the provision in the band of a series of ridges or grooves extending lengthwise therealong.

4. A device as claimed in any of the preceding Claims, wherein the fitting or fittings and the associated band or bands are composed of celluloid, vulcanite, plastic material, stainless steel or a like material immune to attack by perspiration.

5. A device as claimed in any of the preceding Claims, wherein, as regards the loop in the strip, the doubled-over portion of the strip and the band, the arrangement and form of the parts is substantially as shown in Figure 1 of the accompanying drawings.

6. A device as claimed in any of the preceding Claims, constituting the main portion of a pair of braces, the said main portion comprising accordingly a flexible strip having a buckle connected to each end thereof in the manner set forth in the said Claims.

7. A strap or belt, constructed, arranged and operable substantially as hereinbefore described with reference to Figure 2 of the accompanying drawing.

8. A device constituting the main portion of a pair of braces, constructed, arranged and operable substantially as hereinbefore described with reference to Figure 3 of the accompanying drawing.

Dated this 14th day of August, 1939.

G. F. REDFERN & Co.,
Chartered Patent Agents,
Redfern House,
Dominion Street, London, E.C.2,
Agents for the Applicant.

Leamington Spa: Printed for His Majesty's Stationery Office, by the Courier Press.—1940.

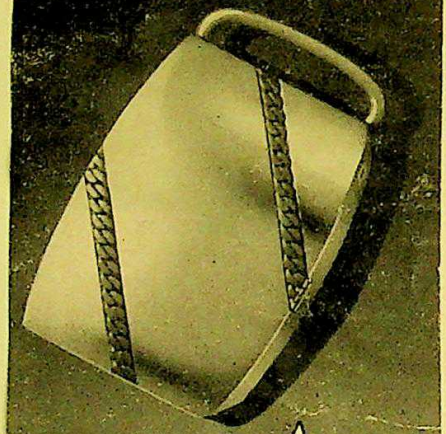
NEW YORKER 4-1-50 P. 86

XD2-405

BELT BUCKLE

All Precious Metal

Styled in Sterling with 14K Gold inlay.* Items to match available.



B

Look For This Star At Fine Jewelers

MADE BY

BALLOU

B. A. Ballou & Co., Inc.
Providence, R. I.

*Patent Pending

XD 2-495

Bonwit Teller

of philadelphia

tells the

Philadelphia Fashion Story

WARSAW

with **GLASGO LTD. SWEATERS**

A winning team! The co-ed in twin sweater set, the B. M. O. C.* in pullover. Cashmere-nylon blend sweaters by Glasgo are full-fashioned, terrific!

*Big Man on Campus

Knitted by *Glasgo* Limited Inc. U. S. A.

Showroom: 11 West 42nd St., N. Y. 18, N. Y.
Mill: 250 W. Cambria St., Phila. 33, Pa.

Entire contents copyrighted Bonwit Teller & Co. of Philadelphia 1950.

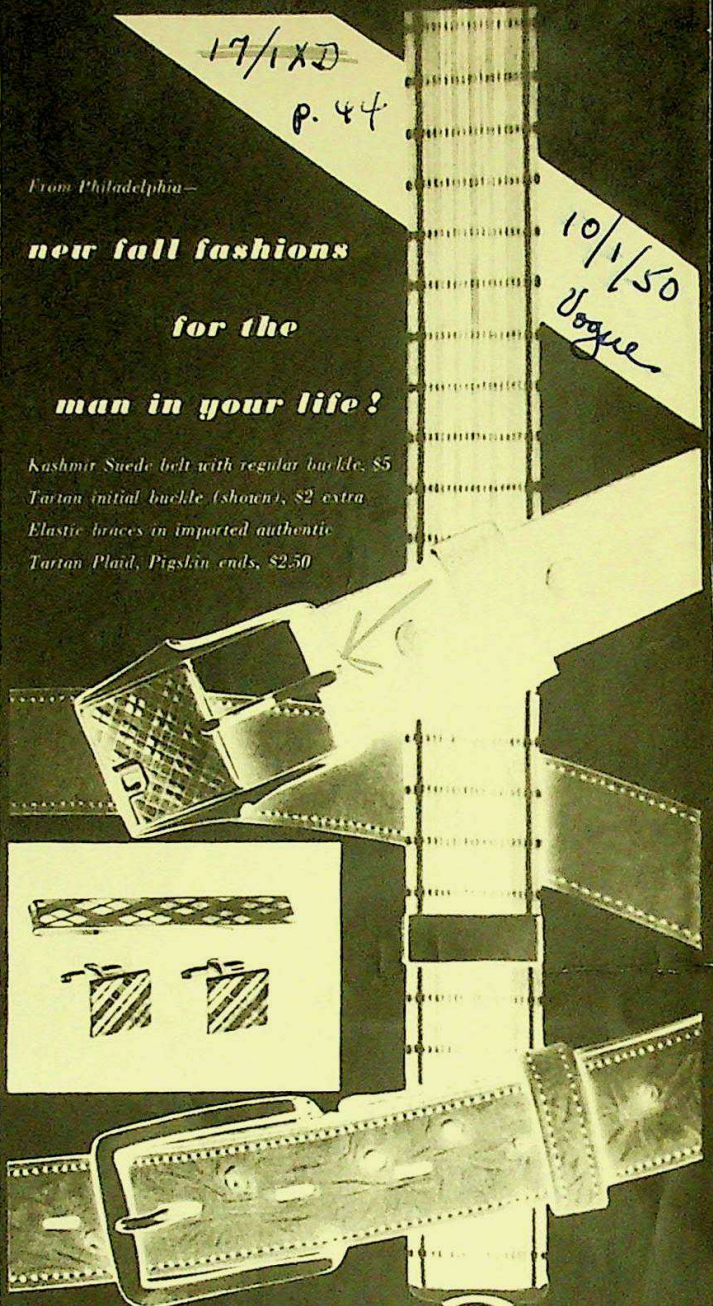
17/1XD p. 44

10/1/50 Vogue

From Philadelphia—

new fall fashions for the man in your life!

Kashmir Suede belt with regular buckle, $5
Tartan initial buckle (shown), $2 extra
Elastic braces in imported authentic Tartan Plaid, Pigskin ends, $2.50



Tartan cuff links and tie clasp, 10K rolled gold overlay, $5 the set; plus tax.
Genuine Ostrich belt, $6.50

Braces
Garters
Belts
Wallets
Jewelry
Fashioned to a "T"

Pioneer

the mark of a man

©1950

Sold in the finest men's shops and department stores. Write Pioneer, Darby, Pa., for address of the nearest.

Property of U. S. Patent Office
For Examiners Use Only

Property of U. S. Patent Office
For Examiners Use Only

Dad deserves a Paris Gift

—the perfect expression of your good taste and thoughtfulness

PARIS

The Initial Buckle—a smart personalized gift—his initial mounted on clear Plastic—$1.50—Belt and Buckle $3.50.

The Crystal Buckle—a clever gift for sports minded men—hand-painted Crystal sports scene mounted on clear Plastic—$1.50—Belt and Buckle $3.50.

The Belt—"Paris"* crafted of selected Cowhide in clever two-tone basket weave design and matching leather-insert buckle—only $2. Select your Paris Gift today.

*Reg. U. S. Pat. Off.—A Product of A. Stein & Company, Chicago

Neogram
Slide Buckle Set
Bench-made, genuine black pin-seal belt, with handsome initial slide buckle. Set $5.00

Duet
with Slide Buckle
His initials add the perfect personal touch... the finest bridle cowhide adds the richness and smartness he prefers. $3.00

Genuine Alligator
The finest genuine alligator with deep, gleaming polish. Magnificently crafted in a superb wallet with removable pass case. $7.50
Matching Thin Billfold. $5.00. Matching Comb and File Set. $5.00

SWANK *is the Quality Gift...proudly given, proudly received!*

Just look at the large variety of styles, designs and ideas by SWANK! And these are only a *few* of the fine gifts you will find in the Swank Gift Shop featured at your favorite store. A vast selection gives you the *choice* of the *right* gift at the *right* price for every man on your list. There is, too, choice *quality* in every SWANK creation...a quality in craftsmanship, materials and detailing that assures you every SWANK product will give lasting satisfaction and service. This Christmas solve your gift-buying problems in a hurry—and in perfect taste—visit the SWANK GIFT SHOP.

Tie Klips and Cuff Links may be purchased separately.
Available at all better department, men's wear and jewelry stores throughout America.

Prices subject to Fed. Tax
Swank,® Inc. Attleboro, Mass.

LIFE 12-7-53 bottom half of 125

926 XCX

XD 2/447

VOL.	NO.	DATE	PAGES
		April, '56	53

START THE SEASON RIGHT WITH

MARIGOLD

NON-CROCK

SUEDE KID • SUEDE CALF

MARIGOLD CALF

SUPERIOR QUALITY
BETTER RESULTS
GREATER VALUES

BLACK
BLUE
BROWN

- Resists crocking.
- Water repellent.
- Won't rub off.
- Has truer, deeper color than ordinary suedes.

"Leathers of Recognized Quality"

MARCUS, FORSCHER & CO.

93 Gold Street New York, N. Y.

VISIT OUR NEW SHOWROOM AT

4 West 32nd Street
New York City

. . . AND SEE OUR UNUSUAL LINE OF NOVEL CLOSURES, CHANNELS, CORNERS, HANDLE TREATMENTS, ORNAMENTS, ETC.

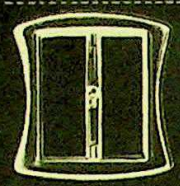
JERRY BERNSTEIN—SALESMAN

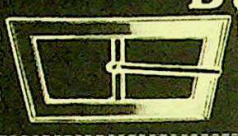
METRO "Gems in Metal Novelties"

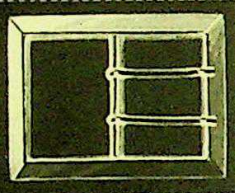
METRO NOVELTY MFG. CO., INC.
2184 McDONALD AVE.
BROOKLYN, NEW YORK

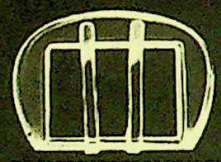
#1160
½" safety pin

#1252
2 ⅝" collar button closing

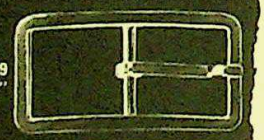

#1242
2" center bar collar button closing

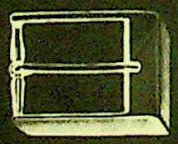

#1253
1" for leather insert


#1196
2" outside bevel

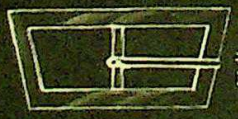

#1120
2"

#1207
1¼" adjustable closing with collar button


#839
1½"


#1230
1½" three dimensional

#1236
1½" collar button closing


#872
1"

brighten your **summer** and **fall** sales picture with

BUCKLES

by

STAR

Build volume business by coordinating our highly polished brass or nickel finished buckles with your new belt and bag line. Star buckles are lightweight, durable, chock full of eye and buy appeal!

Molds made to your specifications. Strictest confidence maintained.

Call or Write Today!

Star Casting Corp.

102 Prince St.
New York 12
WO 4-3823

Canadian Rep.:
Herb Goldfeder
4427 Girouard Ave.
Montreal, Canada

XD 2/408

April 23, 1968 R. EBERHART 3,378,895

SAFETY BELT BUCKLES

Filed Dec. 3, 1965

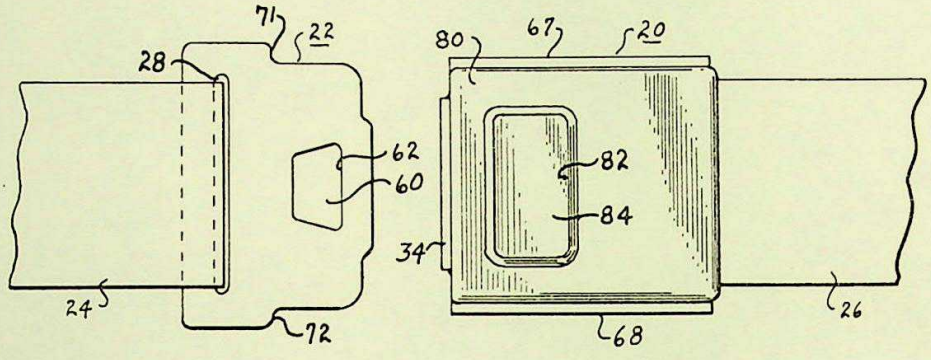


FIG. 1

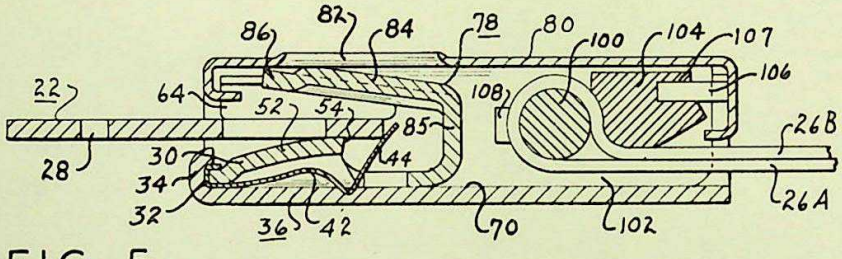
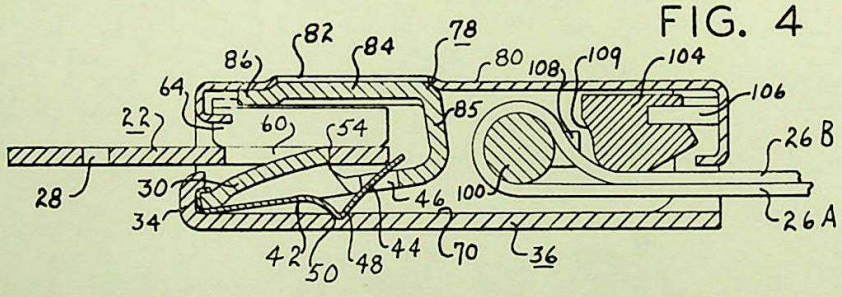


FIG. 5

FIG. 4



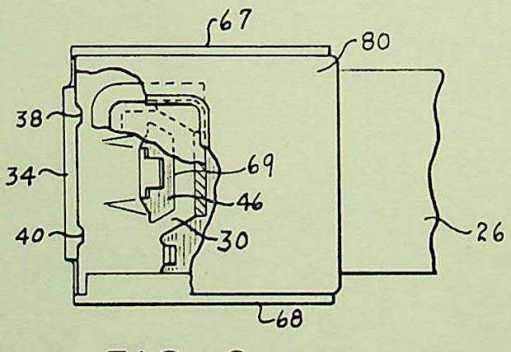


FIG. 3

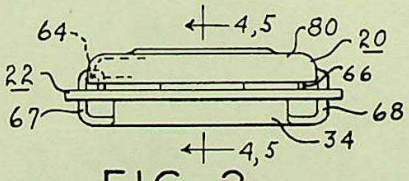


FIG. 2

INVENTOR.
RAY EBERHART
BY M. A. Hobbs
ATTORNEY

United States Patent Office

3,378,895

Patented Apr. 23, 1968

3,378,895

SAFETY BELT BUCKLES

Ray Eberhart, 317 E. Jefferson Blvd.,
Mishawaka, Ind. 46544

Filed Dec. 3, 1965, Ser. No. 511,377
5 Claims. (Cl. 24—230)

The present invention relates to buckles and more particularly to buckles for safety belts for use in automobiles, airplanes, and other passenger vehicles.

An extensive effort has been made in recent years to have seat belts installed in all automobiles, particularly in the front seats, and in some states laws and regulations have been enacted requiring safety belts in all new automobiles sold in the state. There has been substantial reluctance or resistance to installing the belts and to using them after installation, since the belts are often uncomfortable to the passenger and cause the clothes to become wrinkled, and the buckles used on the belts have frequently caught onto and pinched the passenger's clothes, resulting in damage to the garments and wearing apparel. Damage to the garments has been particularly serious with fur coats and other garments having fur trimming in that the fur becomes caught on protrusions on the buckle or in the buckle operating mechanism, especially if these parts are on the back or inner side thereof, thus often tearing the fur, either by accident or by necessity, in disengaging the buckle from the fur and the garment.

Further, the buckles have been bulky and heavy and have projected away from the wearer's body sufficiently to be uncomfortable to the wearer. Further, protrusions on the buckle, including the operating levers, often constitute a hazard in the event of an accident by providing a cutting edge or prong which can effectively wound the wearer as his body is thrust forward under heavy impact against the buckle during the accident, and/or result in accidental release of the buckle by the wearer, thus leaving the wearer without protection, often without his knowledge. It is therefore one of the principal objects of the present invention to provide a compact, strong and rugged buckle for safety belts which has all the operating parts, such as levers, latches and releases, fully within the confines of the buckle housing with only the belt and connecting male portion otherwise exposed, and which has a push-button type operating mechanism for releasing the buckle.

Another object of the present invention is to provide a safety belt buckle which will fit snugly against the body of the wearer, and which does not contain any protrusions or buckle operating parts on the inner side thereof capable of inflicting an injury to the wearer's body or to the wearer's clothes in the event of an accident, and which is so constructed and designed that the operating parts can easily be reached when the buckle is to be released.

Still another object of the invention is to provide a relatively simple and highly reliable safety belt buckle which is so constructed and designed that the operating means is recessed in the front of the buckle housing where there is little likelihood of the mechanism being inadvertently operated to accidentally release the buckle, so that the operating mechanism is easily accessible and positively operated.

A further object is to provide a buckle of the aforesaid type having male and female parts, which is so constructed and designed that the two parts can readily separate when the buckle is operated to release the belt, and which can be locked by merely pushing the two parts together without operating or moving any external levers or mechanisms to completely and effectively lock or latch the buckle.

Additional objects and advantages of the present invention will become apparent from the following description and accompanying drawings, wherein:

FIGURE 1 is a front elevational view of the present buckle showing the male and female portions thereof disengaged and showing said portions connected to the two sections of the belt web;

FIGURE 2 is an end elevational view of the female portion of the buckle shown in FIGURE 1;

FIGURE 3 is a front elevational view of the female portion of the buckle, showing more clearly the external features of the push-button operating mechanism;

FIGURE 4 is an enlarged horizontal cross sectional view of the buckle shown in FIGURE 1, the section being taken on line 4—4 of FIGURE 2 and illustrating the buckle in one operating position; and

FIGURE 5 is an enlarged horizontal cross sectional vew of the buckle shown in the preceding figures, the section being taken on line 5—5 of FIGURE 2 and showing the buckle in another operating position.

Referring more specifically to the drawings and to FIGURE 1 in particular, numeral **20** designates generally the female portion of the present buckle and numeral **22** the male portion thereof separated from the female portion, and **24** and **26** designate the web sections connected to the male and female portions, respectively. The two web sections of the safety belt are secured by fixtures attached to the ends (not shown), which in turn are secured to suitable anchor bolts or fixtures in the floor or frame of the vehicle. The manner and means by which the web portions **24** and **26** are secured to the vehicle do not form a direct part of the present invention, and hence will not be described in detail herein. The end of web section **26**, shown in FIGURE 1, extends through an adjustment means in the female portion and projects laterally therefrom, and the end of web section **24**, as shown in FIGURE 1, is looped through a slot **28** of the male portion and the free end thereof firmly and permanently stitched or otherwise joined to the remainder of the web section.

The latch mechanism of female portion **20** of the buckle is best shown in FIGURES 4 and 5, consisting of a locking lever **30** seated in a groove **32** adjacent upturned flange **34** of buckle body **36**. The lever, which pivots in groove **32**, is held securely therein by two inwardly extending lugs **38** and **40** on the inner side of flange **34** and is adapted to move from its locked position, shown in FIGURE 4, to its unlatched position, shown in FIGURE 5, and the lever assumes the position shown in FIGURE 4, whether or not the male portion **22** is inserted in or removed from the female portion, except during the locking and unlocking operations. Lever **30** is yieldably urged between the locked and unlocked positions by a spring operating mechanism **42**, one end of which is seated over the outer end of lever **30** and the other end of which is provided with a finger **44** extending upwardly through slot **46** in lever **30**, where it is engaged by male portion **22** as the male portion is inserted in the buckle. The spring, which is best seen in FIGURES 4 and 5, is also provided with a downwardly extending protrusion or rib **48** which seats in a V-shaped groove **50** in the bottom of the internal side of body **36** and thereby retains lever **30** in place with the outer edge thereof properly seated in groove **32**. Operation of lever **30** between the positions shown in FIGURES 4 and 5 distorts the spring to provide the yieldable force required to operate lever **30** and to disengage male portion **22** from engagement with the lever, without becoming dislodged from groove **50**. The lever **30** is provided with an upwardly or forwardly extending boss **52** of wedge-shaped construction, the boss sloping

forwardly and inwardly to provide a rigid locking shoulder 54 on the inner end of said boss for holding the male portion 22 in locked position.

The male portion 22 is a flat member having a hole or slot 60 therein with an edge 62 for engaging shoulder 54 when portion 22 has been fully inserted in portion 20 of the buckle. Body portion 36 of buckle portion 20 is provided with inwardly extending flanges 64 and 66 on the top and bottom sides 67 and 68 thereof, and buckle portion 22 is sufficiently wide to slip beneath and engage the inner edge of the two flanges when portion 22 is inserted in body 36. It is seen that when portion 22 is inserted in the end of body 36, the forward end 69 of portion 22 slides along tapered boss 52, while the edges thereof are held firmly beneath flanges 64 and 66, thereby urging lever 30 rearwardly or toward back 70 until edge 62 slips inwardly over shoulder 54. Thereafter, boss 52 and lever 30 snap forwardly under the influence of spring 42, locking portion 22 firmly on the inner side of boss 52. As the forward edge 69 of portion 22 approaches the inner end of its movement, it engages finger 44 and places the finger and the adjacent portion of spring 42 under tension, thus holding portion 22 firmly against shoulder 54 and flanges 64 and 66, and thereby preventing rattling or any other undesirable noise while the buckle is either in its locked or unlocked position. The full inner movement of portion 22 is determined by shoulders 71 and 72 on the side edges of portion 22. The finger 44 of spring 42 is placed under sufficient tension when portion 22 is fully seated that, upon release of portion 22 by lever 30, portion 22 is forcibly ejected from body 36, thus completely unlatching the buckle and signalling to the wearer that the two portions 20 and 22 have been disengaged and the belt fully released. Thus, it is seen that, should the buckle become inadvertently unlatched, the wearer is effectively notified by the full disengagement of the two parts from one another.

Lever 30 is operated to unlatch and disengage portion 22 by a push-button type of mechanism 78 in which front cover 80 is provided with an opening 82 and a button or lug 84 connected by member 85 to the inner end of lever 30, and leaving an extension 86 positioned beneath the inner side of opening 82. Button 84 is preferably connected integrally to member 85 and this member is preferably connected integrally to the inner end of lever 30. However, lever 84 with or without member 85 may be constructed separately from lever 30 and then merely inserted between the lever and the inner side of cover 80 with the inner side of the button or lug bearing against the inner end of lever 30. In the latter arrangement, the button moves directly inwardly instead of pivoting as the button shown in FIGURE 5.

The web 26 consists of the main portion 26A which is anchored at the unseen end to the vehicle floor or frame, and the tail portion 26B which is secured to buckle portion 20 by a mechanism consisting of non-rotatable shaft 100 supported in the end section 102 of the female portion 20, the web being placed around said shaft and under a bar 104 rigidly supported by lugs 106 on side walls 67 and 68 of body 36. The bar has an outwardly facing slot 107 along the edge thereof for receiving the two lugs 106, and a contoured inner face 109 for engaging web portion 26B. The shaft is movable in end slots 108 toward and away from face 109 and grips and releases the web. When tension is placed on web portion 26A, the shaft is automatically pulled to the right, causing the tail portion 26B around shaft 100 to be firmly clamped between the shaft and bar, thus securely holding the web from slipping. The surface of bar 104 facing shaft 100 is contoured to clamp web 26 effectively against shaft 100, the shaft preferably being knurled or otherwise scored to prevent slippage of the web thereon. When it is desired to adjust the belt, if only tightening is required, web tail 26B is pulled, thereby drawing web 26A around shaft 100 without serious interference from the action of shaft 100 and bar 104. When the web is to be loosened, the two portions of the web are pushed inwardly through opening 108, thereby pushing shaft 100 away from bar 104 and permitting portions 26A and 26B to be shifted relative to one another to obtain the required loosening of the web. Since the adjustment of the web by the use of shaft 100 and bar 104 is not related to the principal part of the present invention, the details of this adjustment mechanism will not be further described herein.

In the operation of the present belt buckle, when it is desired to place the belt around a passenger in the vehicle, the two ends of the buckle are placed in front of the wearer and portion 22 is inserted in the end of portion 20 until edge 62 has seated over shoulder 54 and boss 52 seated fully in hole 60. As the edge 69 approaches the end of its movement into portion 20, it engages finger 44 and places a tension on said finger and the adjacent portion of spring 42. With portion 22 fully seated in end portion 20, the portion 22 is firmly locked in the latter portion, thus securing the two portions securely together. Web portion 26 is then adjusted to give the desired tightness of the belt around the passenger. When it is desired to release the buckle, the wearer merely pushes button 84 inwardly from opening 82, thus pressing lever 30 rearwardly form the position shown in FIGURE 4 to the position shown in FIGURE 5 and permitting spring 42 to disengage edge 62 from shoulder 54 and permitting finger 44 of the spring to forcefully release male portion 22 from female portion 20, thus automatically disengaging the buckle parts.

One of the special advantages of the present buckle is its compactness and confined and enclosed operating parts, and the push-button type mechanism avoids protruding operating levers found on most commercial safety belt buckles. While the ejection function of spring part 44 has definite advantages in the buckle in obtaining optimum operation, it may be eliminated or used to perform only the disengaging function, leaving the ejection function to a spring operated reel-type mechanism located at the anchored end of one of the web portions.

The present buckle, which is preferably formed principally from steel stampings with little machining being required to obtain proper fit between the various parts, can be effectively, simply and safely operated by the push-button; however, other types of levers or operating mechanisms may be used to operate lever 30. While only one embodiment of the present invention has been described in detail herein, various changes and modifications may be made to satisfy requirements without departing from the scope of the invention.

I claim:

1. A buckle for a safety belt having two sections, comprising male and female portions for connecting said sections, said female portion including a body having a back panel and a front cover with an opening therein, a lever in said body, said lever and male portion having interlocking members for releasably holding said lever and male portion in locked position, a guide means in said body on opposite sides of said opening for retaining said male portion in substantially parallel relation to said back panel and front cover while said male portion is being inserted in and withdrawn from said female portion, a spring means between said lever and said back panel urging said lever and male portion into interlocking position, and an operating button facing said opening joined integrally to the inner end of said lever and forming a U-shaped, plate-like structure of a width greater than the width of said opening for depressing said lever to disengage said interlocking members.

2. The buckle defined in claim 1, in which said operating button consists of a member disposed behind said cover across said opening and being adapted to be pushed

inwardly away from said opening to disengage said interlocking members.

3. The buckle defined in claim 1, in which said operating button is in recessed relation to the front face of said front cover.

4. The buckle defined in claim 3, in which said spring means engages said lever and releasably urges the member of said lever into engagement with the member of said male portion.

5. The buckle defined in claim 4, in which said spring is provided with a means for yieldably disengaging said members when said operating button is depressed to unbuckle the buckle.

References Cited

UNITED STATES PATENTS

1,459,673	6/1923	Jabner	24—230.1
3,181,215	5/1965	Eberhart	24—230.1
3,252,196	5/1966	Ries	24—230.1

FOREIGN PATENTS

557,868	8/1923	France.
1,320,936	2/1963	France.
818,988	8/1959	Great Britain.

BERNARD A. GELAK, *Primary Examiner.*

Notion and Novelty Review
Nov. 1967 front & front cover

NOTION

NOVELTY REVIEW

Excitement, sex appeal, pizazz—new world of notions

Buttons for spring: The Sell is in the Silhouette

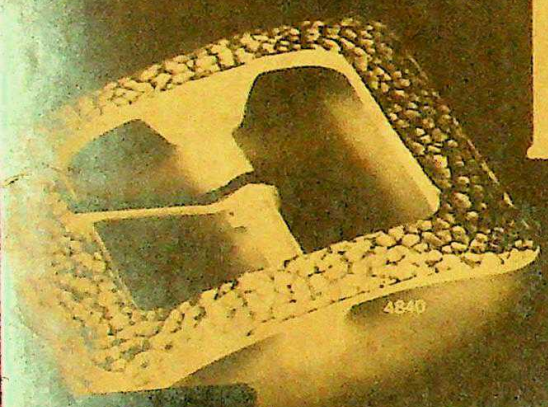
XD 2/43

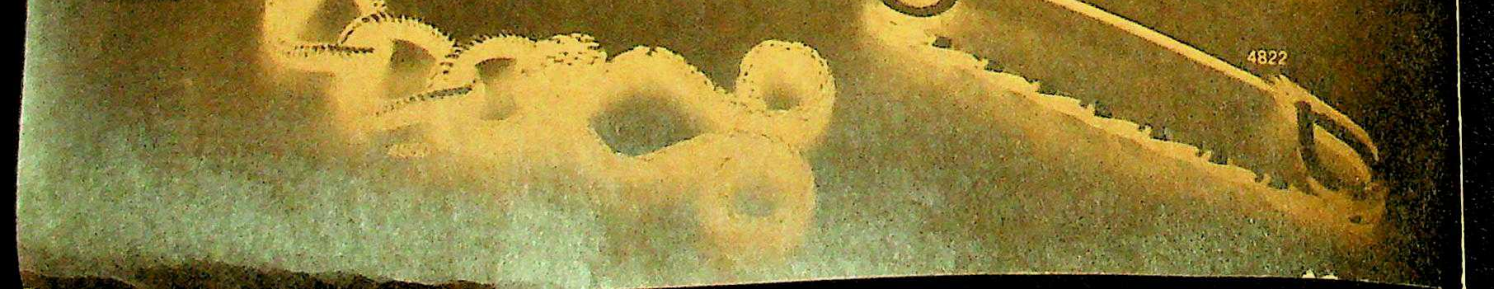
fashion "hardware"

newest look for winter fashions and LaMode has it.

LaMode's newest "buttons" aren't buttons at all. They're fascinating clips, latches, hooks, chains and buckles of textured gold and silver metal. Women who watch fashion will be asking for them to fasten up winter coats and dresses, decorate a dinner suit and accessorize at-home clothes.

B. Blumenthal & Co., Inc., 1372 Broadway, New York 10018. West Coast Showroom & Warehouse: 939 So. B'way, Los Angeles, Calif. 90015. Also creators of famous LeChic staple and fashion buttons.





La Mode BUTTONS
Since 1877
Every fashion in buttons
Every button in fashion

le chic
Suitable for every purse and purpose

SCIENTIFIC
NOV 1

Pg 75 Mens Wear July 26 1968

XD 2/2414

Canterbury keeps rolling with The Bold Ones

P. 75

Introduced just last month, these sensational belts are rolling up records wherever they're sold.

And to keep the bandwagon going full speed ahead, we're advertising these bold winners in Playboy's September issue.

Ride with the winners. Ride with The Bold Ones. From Canterbury, naturally.

These belts are all Weathered Leather, Canterbury's tough, supple steerhide. All in Burnt Ivory, Brown, Black and Natural. Priced to retail from $6 to $10.

☐ Have your salesman contact
☐ My order is enclosed.

Store Name_____

Street_____

Address_____

Title_____

CANTERBURY BELTS LTD.

36 East 31st Street, New York, N.Y. 10016 • MU 5-6654

DESIGNS
2-408

EXAMINER

United States Patent Office

Des. 218,589
Patented Sept. 8, 1970

218,589

SEATBELT BUCKLE

Thomas E. Lohr, Warren, Mich., assignor to Jim Robbins Seat Belt Co., Mount Clemens, Mich., a corporation of Delaware

Filed May 8, 1969, Ser. No. 17,078

Term of patent 14 years

Int. Cl. D2—*08*

U.S. Cl. D2—408

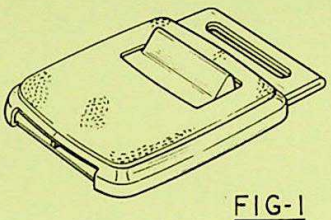


FIG-1

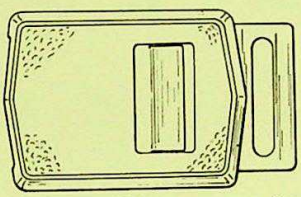


FIG-2

FIG-3

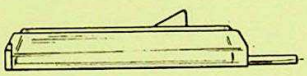


FIG-4

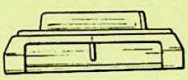


FIG-5

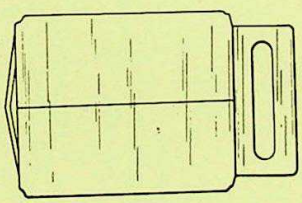


FIG-6

FIG. 1 is a perspective view of a seatbelt buckle showing my new design;

FIG. 2 is a top plan view of the buckle shown in FIG. 1;

FIG. 3 is an end view substantially as seen from the right-hand side of FIG. 2;

FIG. 4 is a side elevational view substantially as seen from the bottom of FIG. 2;

FIG. 5 is an end elevational view substantially as seen from the left-hand side of FIG. 4; and

FIG. 6 is a bottom elevational view substantially as seen from the bottom of FIG. 4.

I claim:

The ornamental design for a seatbelt buckle, as shown.

References Cited

UNITED STATES PATENTS

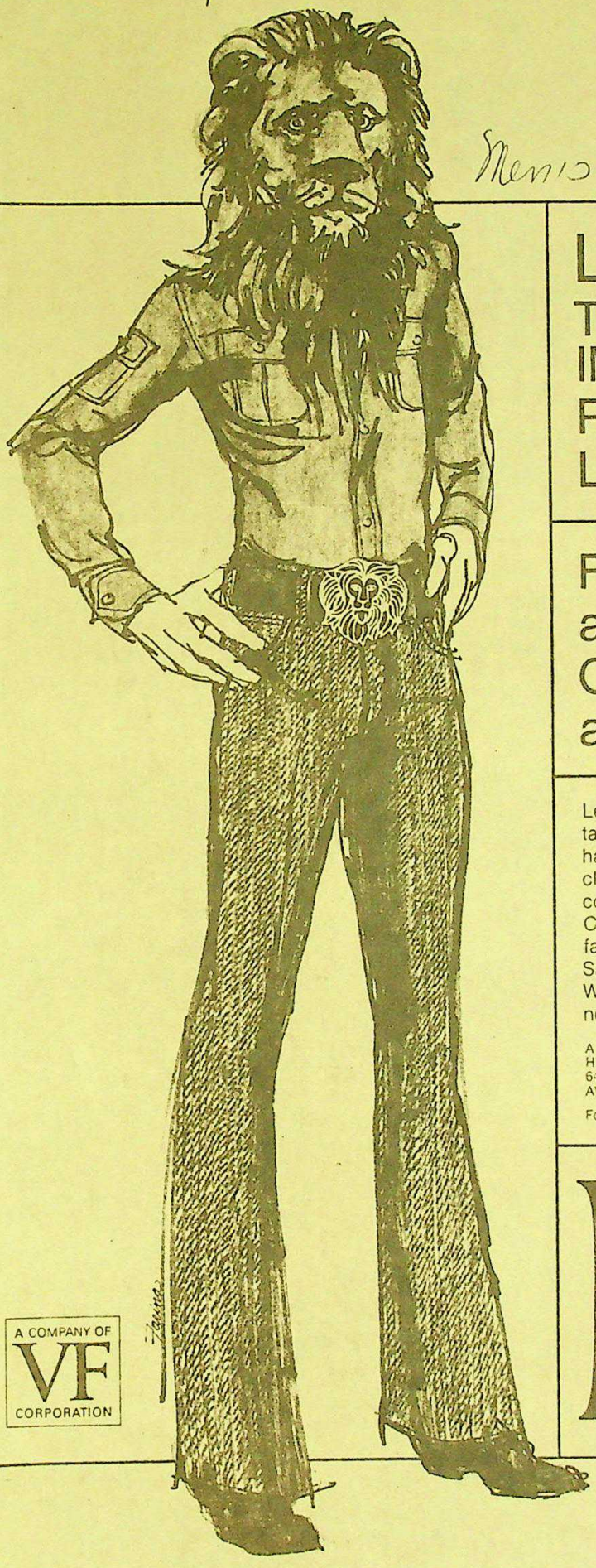
D. 215,196	9/1969	Partridge	D2—408
3,156,025	11/1964	Carter et al.	24—230.1
3,378,895	4/1968	Eberhart	24—230.1
3,399,431	9/1968	Shanklin et al.	24—230.1

EDWIN H. HUNTER, Primary Examiner

L. LANIER, Assistant Examiner

XP 2/431

Mens Wear



LEE, THE IMAGE-CHANGER, PRESENTS LEE LEEN FLARES.

Featuring a rugged twill of Celanese® Fortrel® and cotton.

Lee Leen "River Rib" Flares are right on target for today's young lions. These slacks have that unique sweater knit look. Those clean-cut, hip-hugging contour lines. And that cool, crisp feel from a heavyweight twill of Celanese Fortrel polyester and cotton. In far-out funky colors such as Rebel Blue, Sagebrush, Hemlock Green, and French Wine. What's more, they're Lee-Prest for no-ironing neatness day in and day out.

A COMPANY OF VF CORPORATION.
H. D. LEE COMPANY, INC. FASHION DIVISION,
640 FIFTH AVE., NEW YORK, N.Y. 10019.
AVAILABLE WORLDWIDE.

Fortrel is a trademark of Fiber Industries, Inc.

LEE® M.R.

A COMPANY OF VF CORPORATION

D2-406 AU 292 EX
8/19/80 OR D 256,402

United States Patent [19]

Okura et al.

[11] **Des. 256,402**

[45] ** **Aug. 19, 1980**

[54] **COMBINED BUCKLE AND SLIDABLY REMOVABLE WATCH**

[75] Inventors: **Takayuki Okura**, Tokyo; **Seiki Ishimatsu**, Kawaguchi, both of Japan

[73] Assignee: **Nippon Martin Co., Ltd.**, Tokyo, Japan

[**] Term: **14 Years**

[21] Appl. No.: **844,485**

[22] Filed: **Oct. 21, 1977**

[51] **Int. Cl.** ..... **D02—07**
[52] **U.S. Cl.** **D2/406**
[58] **Field of Search** ..... D2/380-393, D2/405, 406, 422, 423, 442; D10/30, 31; 2/311, 321, 322; 24/163 R, 186, 187, 163 KO, 90 A; 58/88 R, 88 SC, 88 W, 88 E, 88 WC; 224/4 C, 4 E, 4 D

[56] **References Cited**

U.S. PATENT DOCUMENTS

D. 127,287	5/1941	Stelzer	D2/444
1,383,968	7/1921	Perry, Jr. et al.	224/4 C
2,229,978	1/1941	Kolberg	58/88 SC
2,840,875	7/1958	Chambers	24/163 KO

OTHER PUBLICATIONS

Gentlemen's Quarterly, vol. 41, Nov. 1971, p. 5, first Belt Buckle from left.

Primary Examiner—Joel Stearman
Assistant Examiner—Carmen H. Vales
Attorney, Agent, or Firm—John E. Lind

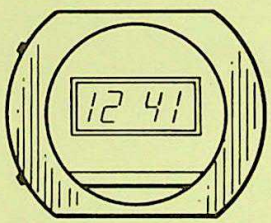
[57] **CLAIM**

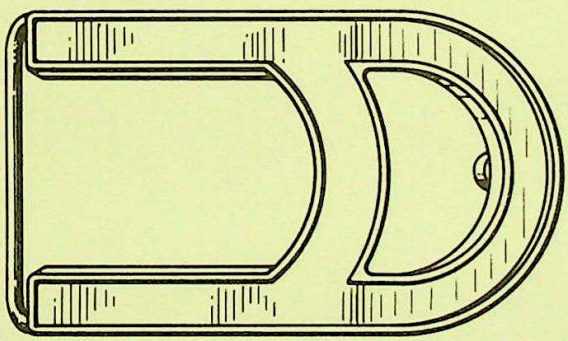
The ornamental design for a combined buckle and slidably removable watch, substantially as shown and described.

DESCRIPTION

FIG. **1** is a perspective view of a combined buckle and slidably removable watch showing our new design;
FIG. **2** is a bottom rear perspective view thereof;
FIG. **3** is an exploded top plan view thereof; and
FIG. **4** is a side elevational view taken from the right of FIG. **1.**

The representative energized state of the watch dial shown in FIGS. **1** and **3** displays the time as **12** hours, **41** minutes.





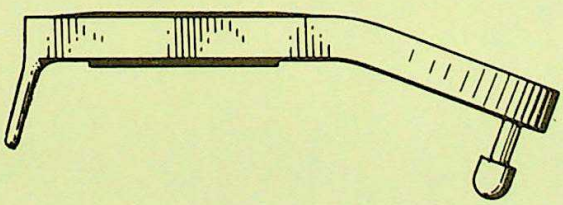


FIG. 1

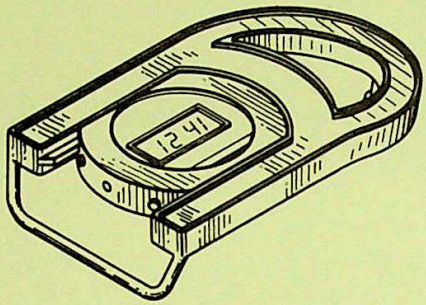


FIG. 2

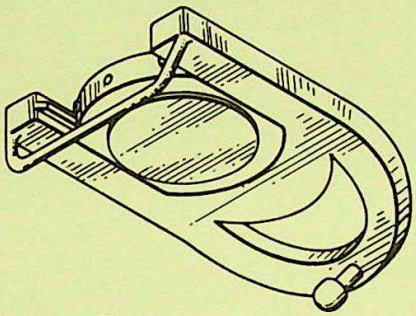


FIG. 3

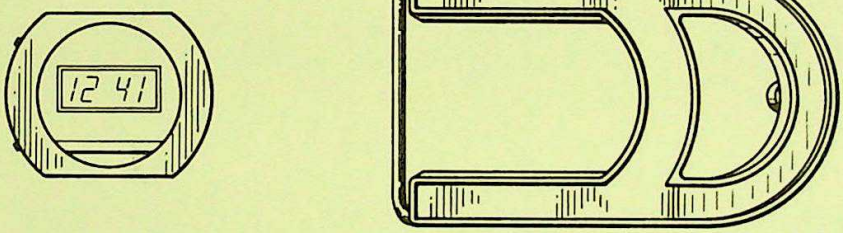
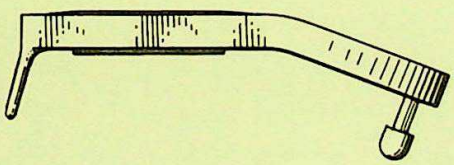


FIG. 4



D2-394 AU 292 EX
5/14/85 OR D 278,762

United States Patent [19]

Texidor

[11] **Patent Number: Des. 278,762**

[45] **Date of Patent: ** May 14, 1985**

[54] **BELT BUCKLE WITH HIDDEN COMPARTMENTS**

[76] Inventor: **Genaro Texidor**, Apt. 1F, 535 W. 135th St., New York, N.Y. 10031

[**] Term: **14 Years**

[21] Appl. No.: **433,818**

[22] Filed: **Oct. 12, 1982**

[52] **U.S. Cl.** **D2/394**

[58] **Field of Search** ..... D2/394, 400, 426, 427, D2/431, 442, 444, 451, 452; 224/229; 24/163 R, 163 K, 174, 176, 180, 182, 186

[56] **References Cited**

U.S. PATENT DOCUMENTS

3,780,918 12/1973 Curtis ..... 224/242 X

OTHER PUBLICATIONS

Grammes Metal Products Catalog #66-1941, p. 5, top right corner-No. 2675.

Tandy Leather Co. Catalog, Spring & Summer, 1972, p. 36, upper right side-Q and S.

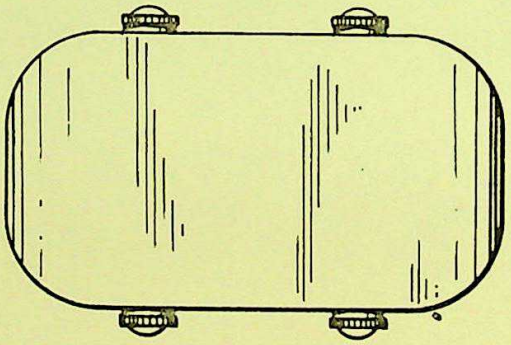
Primary Examiner—Bernard Ansher
Assistant Examiner—Theodore M. Shooman
Attorney, Agent, or Firm—Lowe, King, Price & Becker

[57] **CLAIM**

The ornamental design for a belt buckle with hidden compartments, as shown and described.

DESCRIPTION

FIG. **1** is a front elevational view of a belt buckle with hidden compartments showing my new design;
FIG. **2** is a rear elevational view thereof;
FIG. **3** is a top plan view thereof;
FIG. **4** is a right side elevational view thereof;
FIG. **5** is a left side elevational view thereof; and
FIG. **6** is a front elevational view of a modified form of the belt buckle shown in FIG. **1**.



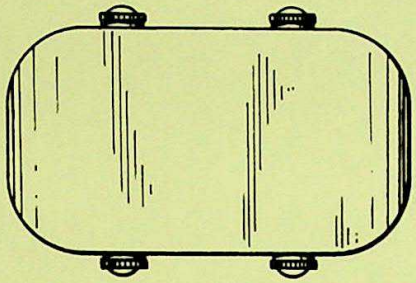


Fig. 1

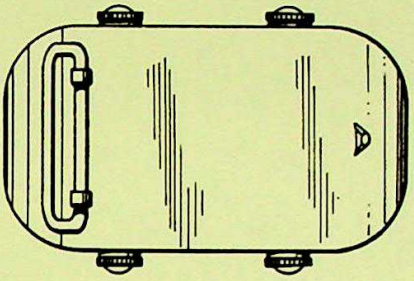


Fig. 2

Fig. 3

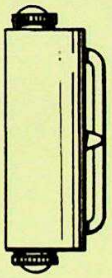


Fig. 4

Fig. 5

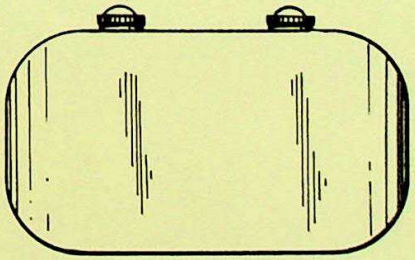


Fig. 6

D2-408 AU 292 EX
D7448 OR D 284,133

United States Patent [19]

Freeland

[11] **Patent Number: Des. 284,133**

[45] **Date of Patent: ** Jun. 10, 1986**

[54] **HARNESS HOOK FOR A SAILBOARD**

[75] Inventor: **Warwick P. Freeland**, Victoria, Australia

[73] Assignee: **W. A. Deutsher Proprietary Limited**, Moorabbin, Australia

[**] Term: **14 Years**

[21] Appl. No.: **456,148**

[22] Filed: **Jan. 6, 1983**

[52] **U.S. Cl.** **D2/408**; D2/400; D30/26

[58] **Field of Search** ..... D30/21-29; 54/85; 24/115 K, 129 R, 231, 265 H; D2/27, 400, 408, 409; D8/366, 367, 382

[56] **References Cited**

U.S. PATENT DOCUMENTS

D. 23,802	11/1894	Covert	D30/26
D. 27,917	11/1897	Epler	D30/26
D. 32,038	12/1899	Lavsen	D30/26
D. 46,744	12/1914	Kauffman	D30/25
D. 47,628	7/1915	Schleicher	D30/25
D. 48,610	2/1916	Rourk	D2/400
D. 48,696	3/1916	Schwahn	D30/25
D. 62,255	4/1923	Harpham	D30/27
D. 190,079	4/1961	Phillips, Jr.	D2/409
D. 204,021	3/1966	Bachmann	D2/400
D. 211,314	6/1968	Beach	D2/408
D. 227,823	7/1973	Boyce	D2/400
D. 233,051	10/1974	Craigmyle	D30/27
D. 246,014	10/1977	Conrad	D2/400
524,067	8/1894	Martin	54/85
844,707	2/1907	Barker	54/85 X
1,747,071	2/1930	Green	54/85

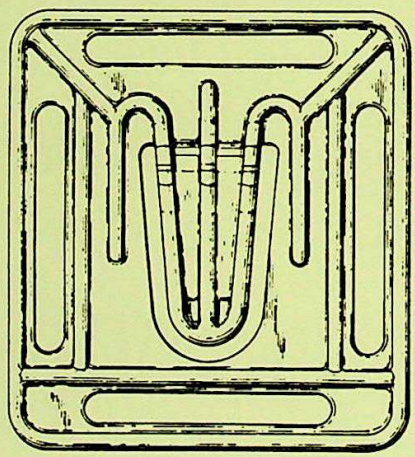
Primary Examiner—James R. Largen
Attorney, Agent, or Firm—J. P. O'Brien; T. W. Buckman

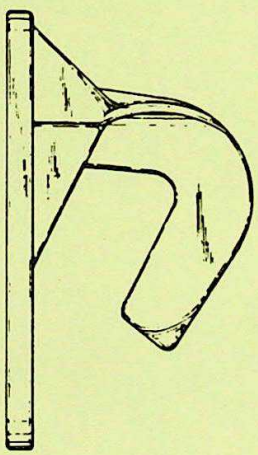
[57] **CLAIM**

The ornamental design for a harness hook for a sailboard, as shown and described.

DESCRIPTION

FIG. **1** is a front elevational view of a harness hook for a sailboard, showing my new design;
FIG. **2** is a top plan view thereof;
FIG. **3** is a bottom plan view thereof;
FIG. **4** is a left side elevational view thereof, the right side being a mirror image of the left side shown; and
FIG. **5** is a perspective view taken from the top, front and left side thereof.





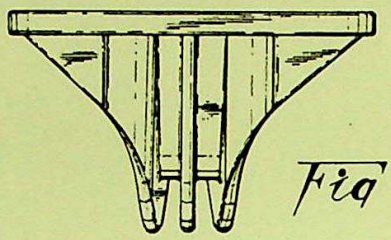


Fig 2

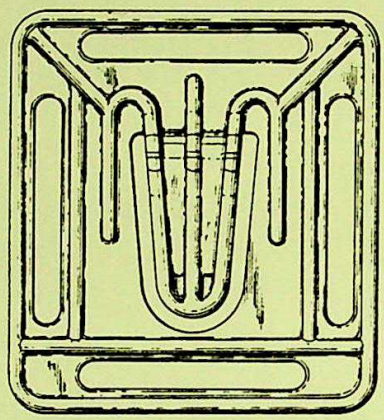


Fig 1

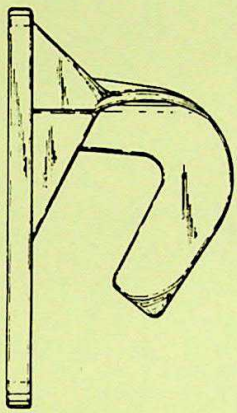


Fig 4

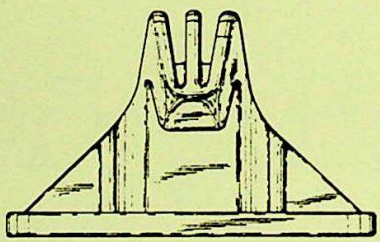


Fig 3

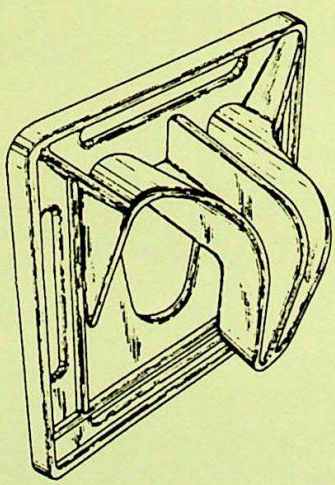


Fig 5

MISCELLANEOUS FINDINGS

An assortment of findings designed for use by button, badge, dress, lingerie, uniform and ribbon manufacturers, are illustrated and described on this page. Here is another instance where Grammes can save you money on your quantity requirements.

BUTTON PARTS

A full line that will fit the most exacting requirements, is shown below. It consists of button shanks, rivets, rings, links, loops, etc.

No. 1664

No. 1734

No. 2370

No. 1165

No. 2419

No. 2577

No. 412

No. 33929

No. 2271

No. 1688

No. 2903

No. 2244

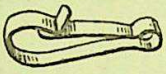
No. 2258

No. 1570

No. 33673

No. 31454

No. 1839


No. 30249

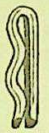
No. 30298

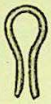
No. 1623

No. 1807

No. 1966

No. 662

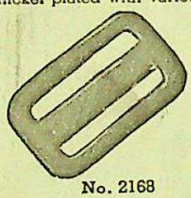

No. 413

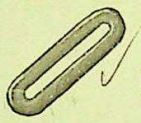

No. 33988

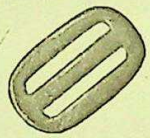
No. 380

BUCKLES & SLIDES

The small slides are made of brass and can be had in colors. The large buckles are nickel plated with various color inlays. All illustrations are actual size.


No. 2168


No. 31555

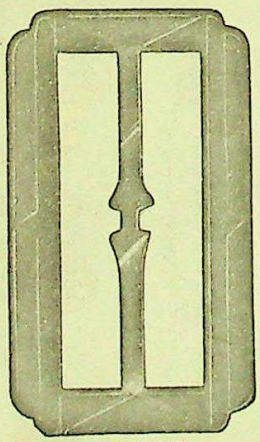

No. 31554

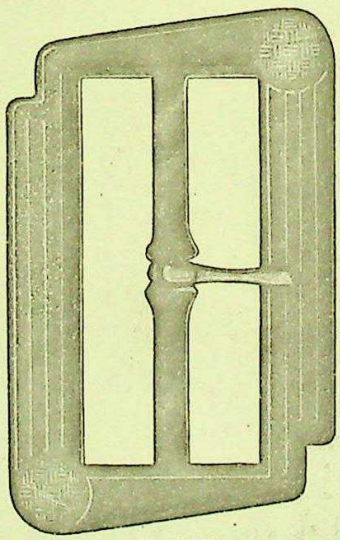
No. 31694

No. 31310

No. 31309

No. 31308


No. 31732


No. 31722

BADGE FINDINGS

Badge findings of every description are illustrated here. The safety-locking t catch as well as pin and joint to match, are made from nickel silver; all others brass. When ordering pins be sure to specify the length required.

No. 33785

No. 33786

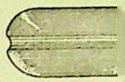
No. 33787

No. 167

No. 33788

No. 33789

No. 33790


Style D
Made in various siz
badge pins

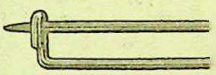
No. 33791

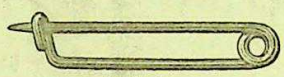
No. 33795 15 ga. wire
lengths 1¼" to 2½"

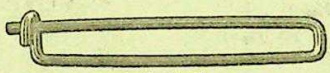
No. 33793 No.

No. 33792

No. 33796 15 ga. wire
lengths 1¾" to 2½"


Style B
Lengths 1" to 2" in
Brass or nickel plat


Style A
Lengths ½" to 2" incl.
Brass or nickel plated


Style C
Brass Ribbon Pins
for 1" to 2¼" Ribbons

Ribbon Pin
No. 33797 1¼" long
also made in other sizes

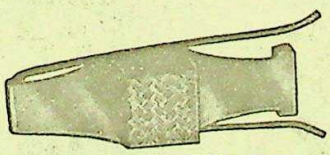
RIBBON BOW HOLDERS

Made from brightly finished brass, these ribbon bow holders can be had pa bulk or card to suit your requirements. The type with the rosette can be had in colors.

No. 32880 Bow Holder
No. 30121 Rosette

Rosette
No. 16361

Rose
No. 30


No. 33784

No. 32880

No. 34013 Bow Holder

No. 34096 Bow Holder

D2-447 Fastener

Slide buckles or plates

Haberdashery

– Fasteners

D2-447 = Slide buckles or plates